

Join the Ready. Raise. Rise. Pic Your Power Challenge!

We're asking you to show how you harness your unique inner power to rise up against cancer

June 20, 2018 By [Melanoma Research Alliance](#)

We're thrilled to let you know that we are participating in Ready. Raise. Rise., a campaign sponsored by Bristol-Myers Squibb to raise awareness of immunotherapy (sometimes called immuno-oncology) research, including the emerging area of biomarkers. This year, [Ready. Raise. Rise.](#) is introducing the Pic Your Power challenge and we hope that you'll take part!

With more than 15 million people living with cancer in the U.S., many families have been impacted by the disease. Still, most Americans don't know very much about immunotherapy. A 2017 survey of 2,500 adults showed that while the overwhelming majority of respondents said cancer research is important to them, only 25% were knowledgeable about immunotherapy research. As this area of research continues to evolve, there are even more opportunities for people to learn about the latest developments in immunotherapy, including the potential role of biomarkers. This year's campaign will educate the public about emerging topics in immunotherapy research and will empower them to show their personal strength in the fight against cancer.

We know that facing cancer requires enormous personal strength and that each person's inspiration is unique to them. That's why we're asking you to show how you harness your unique inner power to rise up against the disease.

To participate in the [Pic Your Power challenge](#), go to Facebook and share a photo holding a sign that says #ReadyRaiseRise. Remember to review the submissions guidelines to ensure your photo will be accepted. If a total of at least 100 photo submissions are received before the challenge ends on September 20, 2018, Bristol-Myers Squibb will donate \$250,000 to be split evenly across participating cancer advocacy groups like us. We're proud to be a part of a campaign that is giving people affected by cancer a new way to feel empowered and to inspire one another. We look forward to seeing your Pic Your Power photos!

Ready. Raise. Rise. is a Bristol-Myers Squibb campaign to educate the community about the latest developments in Immuno-Oncology (I-O), a rapidly evolving area of cancer research. Ready. Raise. Rise. aims to bring people together by highlighting individual's personal strength in the fight against cancer, celebrating and honoring loved ones touched by the disease and supporting cancer advocacy programs. Thirty-five cancer advocacy groups, including the Melanoma Research

Alliance participate in Ready.Raise.Rise.

For more information about Immuno-Oncology (I-O) research, including the emerging area of biomarkers -individual characteristics of each person's cancer—please visit [ReadyRaiseRise.com](https://www.ReadyRaiseRise.com).

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<http://beta.docker.cancerhealth.com/blog/join-ready-raise-rise-pic-power-challenge>