

## **BlueRush and Johns Hopkins Win Gold for the Managing Cancer at Work(TM) Program**

**TORONTO, ONTARIO--(Marketwired - Oct. 5, 2015)** - BlueRush Media Group Corp. (TSX VENTURE:BTV) and Johns Hopkins announced that the Managing Cancer at Work program has received the prestigious Gold Award at the Digital Health awards.

The Digital Health Awards recognize high-quality digital health resources for consumers and health professionals. The Digital Health Awards are an extension of the National Health Information Awards, the largest program of its kind in the United States.

"The Managing Cancer at Work program has already helped many employees and managers better cope with a cancer diagnosis and related work issues. We are very proud of the program, and look forward to the increased awareness this type of award can generate" stated BlueRush's Executive Vice-President Len Smofsky.

The program is currently being piloted at Johns Hopkins and Pitney Bowes (Stamford Connecticut). It will be sold as an employee benefit, targeting every North American company with over 100 employees. It will be available as a web-based platform, or with the option of a Johns Hopkins one-on-one nurse navigation service.

"The Managing Cancer at Work program fills a gap that has existed in the workplace. Over 40% of people diagnosed with cancer are employed. These employees and their managers need better guidance and tools to support their journey. The feedback on the program that we have received thus far has been extremely positive and encouraging" said Larry Lubin, President & CEO of BLUERUSH.

To learn more about the Managing Cancer at Work™ program, visit [www.managingcanceratwork.com](http://www.managingcanceratwork.com).

### **About The Sidney Kimmel Comprehensive Cancer Center**

The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins is a world leader in cancer care and research. Over the past four decades, our physician-scientists have worked to unravel the complex mystery we know as cancer, specifically how it develops and spreads. A hallmark of the Kimmel Cancer Center is its interdisciplinary research and treatment teams. They led the world in deciphering the cellular causes of cancer and now they lead the way in applying these discoveries with personalized therapies targeted to the unique characteristics of each patient's cancer. From genetically engineering vaccines to new ways of providing bone marrow transplants to developing new drugs and blood tests, the Kimmel Cancer's teams of experts are focused on bringing the right treatment to the right patients at the right time.

### **About BLUERUSH Media Group Corp.**

BLUERUSH, through its wholly owned subsidiary, BLUERUSH Digital Media, is a digital marketing company which combines leading edge technology with award winning creative design. BLUERUSH helps companies design, develop and manage their end-to-end digital media strategy. BLUERUSH also creates innovative rich media and social media products and solutions that companies can leverage across all new media platforms, including Internet, Web TV, Smartphones, Tablet Computers and Digital Signs. BLUERUSH Media Group Corp. is a publicly listed company on the TSX Venture Exchange trading under the symbol "BTV."

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The information in this news release includes certain information and statements about management's view of future events, expectations, plans and prospects that constitute forward looking statements, including BlueRush's ability to sell the Managing Cancer at Work program as an employee benefit, target every North American company with over 100 employees, and its availability as a web-based platform, or with the option of a Johns Hopkins one-on-one nurse navigation service. These statements are based upon assumptions that are subject to significant risks and uncertainties. Because of these risks and uncertainties and as a result of a variety of factors, the actual results, expectations, achievements or performance may differ materially from those anticipated and indicated by these forward looking statements. Although BlueRush believes that the expectations reflected in forward looking statements are reasonable, it can give no assurances that the expectations of any forward looking statements will prove to be correct. Except as required by law, BlueRush disclaims any intention and assumes no obligation to update or revise any forward looking statements to reflect actual results, whether as a result of new information, future events, changes in assumptions, changes in factors affecting such forward looking statements or otherwise.

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