

## **BLUERUSH and Johns Hopkins Launch Managing Cancer at Work(TM)**

**TORONTO, ONTARIO--(Marketwired - May 11, 2015)** - Cancer is not something we like or want to think about, but the reality is that at least one in three adults in North America will develop cancer in his or her lifetime... and over 40 percent of them are of working age. This means that many people will be working at the time of a cancer diagnosis and during treatment, or they will be caring for a loved one with cancer while they work. Until now, few programs were available to help employees and their managers deal with cancer and the workplace.

BLUERUSH (TSX VENTURE:BTV) has been working in collaboration with Johns Hopkins Medicine and Johns Hopkins Kimmel Cancer Center to develop the Managing Cancer at Work™ Program. This unique program can help create a more flexible and supportive work environment - improving employee well-being and productivity, and mitigating escalating costs.

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.

According to Len Smofsky, Executive Vice President of BLUERUSH, "Employees who can work during treatment often don't due to a lack of workplace support. Supervisors and managers of cancer patients are often unsure and untrained on how to react to the needs of employees facing cancer. Moreover, employees in general deserve best-in-class information on cancer screening and prevention - high employee screening rates will actually reduce incidences of cancer. The Managing Cancer at Work™ Program addresses all of these issues."

Larry Lubin CEO of BlueRush said "We are very proud of the collaboration we have had with an esteemed leader in healthcare and cancer treatment. Over the next year we plan to increase our Footprint in North America as a leader in the highest quality healthcare digital content and solutions."

The Managing Cancer at Work™ Program offers:

### **Web based portal for employees**

- Web based portal for employees, with individualized tools on cancer screening, cancer prevention and early detection, managing work and a cancer diagnosis, and in-depth information to learn what to expect from treatment and survivorship
- Support and education for those caring for a loved one with cancer while working
- Johns Hopkins cancer nurse navigator to guide employees
- An online cancer educational program developed by the Johns Hopkins Kimmel Cancer Center with links to community based support services for cancer patients

### **Web based portal and toolkit for supervisors and managers**

- Designed to create a supportive environment and to ensure a workplace that is compliant with the law and human resources policies and procedures
- Resources on communicating with employees, flexible work arrangements and benefits

Managing Cancer at Work™ recently won two Internet Advertising Competition awards for Outstanding Website and Best Medical Online Video.

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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