



NATIONAL FOUNDATION
FOR CANCER RESEARCH

Research for a Cure



About the National Foundation for Cancer Research and the National Nutrition Month Recipe Contest

The National Foundation for Cancer Research (NFCR) provides scientists in the lab the funding they need to make game-changing discoveries in cancer treatments, detection, prevention.

With the help of more than 5.3 million individual donors since 1973, NFCR has delivered more than \$390 million in funding to public education and cancer research leading to several important, life-saving discoveries.

From 1983-to 2016, NFCR supported the work of Dr. Helmut Sies, who studied the role of micronutrients in cancer prevention. Dr. Sies found many fundamental discoveries that guide nutrition and healthy living recommendations for a cancer-preventative lifestyle in his research. For example, he is responsible for discovering the antioxidant lycopene found most often in tomatoes and carrots and plays a role in skin cancer prevention. More recently, how selenium-rich foods can help mitigate colon cancer risk and benefit from overall immune health.

In 2020, a therapy developed by NFCR-supported Dr. Yung-Chi Cheng entered clinical trials to treat liver cancer. He has long studied the impact of herbal medicine to alleviate gastrointestinal side-effects of chemotherapy and how herbal medicine can improve chemotherapy response.

NFCR is committed to public education aimed at improving cancer prevention. Living a healthy lifestyle and eating a nutritious diet could prevent about 40% of common adult cancers. NFCR wants to help everyone prevent cancer and live a healthy life.

Through our National Nutrition Month Recipe Contest, NFCR hopes to bring a variety of accessible, healthy, anti-cancer recipes to the public in a fun and engaging way. We hope that this contest and the videos encourage the public to pursue and stick to a healthy lifestyle.



National Nutrition Month Recipe Contest Design:

- Solicit Cancer-Fighting Food Recipe Videos Submissions.
 - (To be submitted via a form on nfc.org, videos to a dropbox folder)
- NFCR Internal Review Team will select semi-finalists.
- Semi-Finalists will be shared with the public and encouraged to vote for their favorites.
- The winner will be announced on NFCR social media channels and awarded the prize.

National Nutrition Month Recipe Contest Prize:

- The winning recipe, video, and interview of the contestant will be featured on NFCR's blog, social media, and YouTube channels with an opportunity to be a recurring contributor.
- 15-minute video discussion with a To Be Announced Expert
- Cooking Appliance or Experience – To Be Announced
 - Examples: Food Processor/Blender, Air Fryer, Spice Set, Cooking Utensils, Virtual Cooking Class
- Select a Gift from [NFCR's Premium Gift Shop](#).



National Nutrition Month Recipe Contest Key Messages:

- Living a healthy lifestyle and eating a nutritious diet could prevent about 40% of common adult cancers. Share your favorite original recipe today to support the cancer-fighting community and win prizes! [\[Link\]](#)
- NFCR is proud to present our National Nutrition Month Recipe Contest once again! This year we are asking individuals to submit an original, healthy recipe along with a short video about the recipe. Learn more [\[Link\]](#)
- NFCR's Dr. Michael Wang started our Cancer-Fighting Lifestyle Channel to help inspire everyone to live and stick to healthy habits. You can help too by participating in our National Nutrition Month Recipe Contest. Find videos and submit your own today! [\[Link\]](#)
- New research suggests that healthy habits can reduce your cancer risk, even with a genetic predisposition. NFCR is hosting a National Nutrition Month Recipe Contest to help you start and stick to these habits. Learn more and submit a recipe! [\[Link\]](#)
- Win a consultation with a professional chef and cancer survivor, German Lam, through our National Nutrition Month Recipe Contest here [\[Link\]](#)

