

MEDIA KIT

2025



THE BATTLE: CANCER PROJECT

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ABOUT US

Support is our strongest class.

The Battle: Cancer Project builds real-life support parties for cancer fighters and their families, drawing inspiration from the roles and camaraderie found in RPGs and MMO raid groups. We assemble volunteer "parties" of Healers, Fighters, Bards, Off-Tanks, and Wizards to provide peer-based support that is practical, emotional, and human.

We're fully remote, fiercely community-driven, and designed to serve cancer fighters in the places that traditional systems don't reach. With story-driven content, a growing volunteer base, and strong leadership, we're changing how support is delivered, one critical hit of compassion at a time.

Founded and run by a team of creatives, strategists, and lifelong gamers, The Battle: Cancer Project is currently a registered nonprofit in Georgia and our 501(c)(3) paperwork is in the red tape boss battle.

Our vision is to make social support an integral part of cancer care.

Website: <https://www.joinbattlecancer.org>

Contact: hello@joinbattlecancer.org

Location: Fully Remote – Nationally Operated

KEY QUOTES:

"We gamified social support, and it's working. Big time."

"Social support needs to be an integral part of cancer care, and it isn't at the moment. We aim to change that."

"This project began as a way for a group of friends to support one of our own who was diagnosed with Stage IV cancer. He shaped this space, and we're doing everything to make sure his legacy continues."

SAMPLE TOPICS:

- How The Battle: Cancer Project uses gaming culture to provide cancer support
- What RPGs can teach us about real-world compassion.
- Building a nonprofit from scratch with a bunch of gamers.
- Why/how social support fills critical gaps in cancer care.
- A personal experience turned into a movement.

Candace Werry – CEO & Founder

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CONTACT:

WHEN COMPASSION ROLLS FOR
INITIATIVE.