



EMBARGOED FOR RELEASE UNTIL:  
**12:01 AM Pacific Standard Time April 2, 2006**

re-mission.net

Contact:

Chrissy Faessen: 202-220-3769 or [chrissy.faessen@ddbissues.com](mailto:chrissy.faessen@ddbissues.com)

Dan Miller: 206-326-5107 or [dan.miller@sea.ddb.com](mailto:dan.miller@sea.ddb.com)

## **UNPRECEDENTED RESEARCH SHOWS RE-MISSION™ VIDEO GAME BENEFITS YOUNG PEOPLE WITH CANCER**

Palo Alto, CA — HopeLab today announced the release of Re-Mission™, the first video game scientifically shown to improve health-related outcomes for young people with cancer, an underserved and overlooked population who are at greater risk for adverse cancer outcomes. The game is available free of charge to young people with cancer concurrent with the release of positive results from the Re-Mission Outcomes Study. The study is the first-ever randomized, controlled trial focused exclusively on adolescents and young adults with cancer. Data from the study showed statistically significant improvements in cancer-related self-efficacy, social quality of life, cancer-specific knowledge, and adherence to prescribed medication regimens in patients who played Re-Mission.

Re-Mission was developed through the collaborative efforts of young people with cancer, researchers, medical experts and game developers. The game combines biologic accuracy with an honest depiction of the challenges faced by young cancer patients. Re-Mission's main character, Roxxi, is a gutsy, fully-armed Nanobot who seeks out and destroys cancer cells throughout the human body, battling cancer and its life-threatening effects. Through 20 different levels of game play, Re-Mission illustrates what occurs inside the bodies of young cancer patients and how they can most effectively fight their disease.

"Re-Mission works. It gives teens and young adults a sense of power and control over their cancer," said Pat Christen, president of HopeLab. "Research on Re-Mission was conducted in much the same way research into a new drug is conducted, with rigorous testing based on scientific principles. Our study findings clearly demonstrate the effectiveness of the game in improving health-related outcomes for these kids. It's great news."

The Re-Mission Outcomes Study, conducted by HopeLab, enrolled 375 teens and young adults with cancer at 34 medical centers in the United States, Canada and Australia. Results showed statistically significant improvements in cancer-related self-efficacy, social quality of life, and cancer-specific knowledge embedded within the game. Among study participants who were prescribed oral chemotherapy or antibiotics, those who played Re-Mission maintained high levels of adherence to their prescribed medication regimens. Participants playing Re-Mission maintained higher levels of chemotherapy in their blood and took their antibiotics more consistently than those in the control group who did not receive Re-Mission.

-more-

Re-Mission is now available free of charge to teens and young people living with cancer at re-mission.net. The game will be available May 1 to all others for a suggested donation of \$20.

###

#### **About Re-Mission™ and re-mission.net**

Re-Mission is a PC-based video game rated “T” (for Teen) and is available through re-mission.net. Re-mission.net also serves as an interactive, online community for teens, who are often isolated as a result of their disease. The site is designed to allow teens with cancer to connect with each other and share information. The game is free of charge to teens and young people living with cancer and will be available to others May 1 at a suggested donation of \$20. For more information, visit re-mission.net.

#### **About HopeLab**

HopeLab is a non-profit organization founded in 2001 by Board Chair Pamela Omidyar. HopeLab combines rigorous research with innovative solutions to improve the health and quality of life of young people living with chronic illness. Moving forward, HopeLab will apply its model to address chronic illnesses in young people, including autism, major depressive disorder, obesity and sickle cell disease in addition to cancer. For more information, visit hopelab.org.

#### **Note to Editors**

HopeLab President, Pat Christen; HopeLab Vice President, Strategic Initiatives, Ellen LaPointe; HopeLab Vice President, Research, Steve W. Cole Ph.D.; Principal Investigator, Re-Mission Outcomes Study, Pamela Kato Ed.M., Ph.D.; teens who have tested the game; and HopeLab senior game producer Mark Wallace can be made available for interview requests. Images of the web site, game and its main character, Roxxi, are also available.

