

---

## NEWS RELEASE

RELEASE: September 26, 2013  
For more information, contact:  
Ilene Sussman, VHL Alliance  
617.277.5667 x4  
[director@vhl.org](mailto:director@vhl.org)

### **The VHL Family Alliance Unveils Updated Name**

As the leading resource for von Hippel-Lindau (VHL) and related tumor conditions, the VHL Family Alliance is pleased to unveil an updated name and appearance. Our new name, VHL Alliance, along with an updated logo reflects the organization's commitment to research, education, and support to improve diagnosis, treatment, and quality of life for those affected by VHL.

While the VHL Alliance continues to be the VHL "family," our updated name emphasizes the involvement and collaboration of patients, caregivers, researchers, and healthcare providers alike. This unique multi-faceted partnership fosters inclusiveness reinforcing the VHL Alliance vision of finding a cure for VHL .

The multi-colored logo depicts a strong collaboration with arms of the multiple stakeholders enfolding into a single unit dedicated to a unified cause. The logo's associated tagline "The Cure for Cancer is in our Genes" was selected by the VHL Alliance community.

The VHL gene is responsible for von Hippel-Lindau. In addition, the VHL gene controls the major feeding pipeline of every tumor. Studies of the gene have resulted in the approval of multiple cancer drugs. As such, curing von Hippel-Lindau is one step closer to curing many other forms of cancer.

### About VHLA

The VHL Alliance (VHLA), a 510(c)3 non-profit organization located on Boston was founded 1993, is the preeminent resource for VHL and related tumor conditions. The organization is an international network that provides education and support to more than 15,000 people in 108 countries and has affiliate support groups in 26 countries on six continents. To date, the VHL Alliance has awarded over \$1.3M in grants leading to advances in cancer research.

The VHL gene is a primary player on the path of angiogenesis and thus is one of the keys to understanding cancer. Like us on Facebook, find us on LinkedIn or follow us on Twitter.

For more information about VHL or VHLA, visit [www.vhl.org](http://www.vhl.org) or call 617.277.5667 x4.

.  
# # #