

PRESS RELEASE
October 1, 2009

For Immediate Release
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Coping® With Cancer Magazine Launches New Web Experience

***Copingmag.com/cwc is a source of knowledge,
hope, and inspiration***

(Franklin, TN, October 1, 2009) - *Coping® With Cancer* magazine has unveiled its all new *Coping® With Cancer* Web site at copingmag.com/cwc. Bearing the respected *Coping®* brand name established over 23 years of service, the Web site is part of the *Coping* family of consumer healthcare magazines and Web sites.

"Visitors to the site will find it warm and friendly and easy to use," says Paula Chadwell, *Coping's* vice president. "Here they will find knowledge, hope, and inspiration all in one place."

The site is a complete online experience that educates and inspires, notes Chadwell. "Visitors can quickly locate information by specific cancer type, general knowledge about living with cancer, wellness and inspirational topics, and links to helpful resources," she says.

"With the deluge of cancer information out there today, there is both a need and a hunger for one brand to make sense of it all," states Chadwell. "Our new site allows us to serve as the guide through that chaos, complementing *Coping With Cancer* magazine, which is published bi-monthly."

Coping magazine is written by and for the national cancer community, and this philosophy has guided the design and content of the new Web site, according to Chadwell. "People whose lives have been touched by cancer can share their personal stories, and professionals can share their knowledge and experience. It's an uncomplicated place for coping together," says Chadwell.

However, unlike *Coping* magazine, which primarily serves the USA, the *Coping With Cancer* Web site has already gone international with visitors from over 28 countries since its official launch on September 25. Chadwell attributes this to the fact that the site is professionally search engine optimized.

Unique to the site is the "Celebrity Interviews" section. One click and you can see many of the celebrities who have given exclusive interviews to *Coping* magazine. Here you will find dozens of inspiring stories as celebrities tell about their experiences with cancer. Gen. Colin Powell, Olivia Newton-John, Ted Kennedy, Jr., Dorothy Hamill, Sam Donaldson, Geraldine Ferraro, and Rudy Giuliani are among the many who have shared their stories with *Coping*.

"We're delighted to offer visitors to the *Coping With Cancer* Web site a completely new and rich experience, while also giving advertisers a rapidly growing audience for cancer-related products and services," states Chadwell. "Ad space inventory is being limited and tightly controlled to prevent clutter and maximize impact for advertisers."

Unlike many Web sites that have spun off from magazines, the new *Coping* site is not composed of

PDF copies of its magazine pages. In fact, the magazine is not even offered in an online version. "We set out to build a unique Web experience to complement the printed magazine, not compete with it," Chadwell affirms, "and we have succeeded."

(SIDEBAR) *Coping With Cancer* magazine is a national sponsor of National Cancer Survivors Day and publishes the official coverage of the annual worldwide celebration in its July/August issue. A Photo Gallery of events from around the globe can be seen on the new *Coping With Cancer* Web site at copingmag.com/cwc.

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[Click here](#) for a screenshot of the *Coping® With Cancer* homepage.

Caption for screenshot: The new *Coping® With Cancer* Web site at copingmag.com/cwc is warm and friendly, uncluttered, and easy to navigate.

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