

MEDIA KIT

Presented by:
Tara Zuzga

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[Click Here to Watch Video](#)

THERE ARE OVER 8 BILLION PEOPLE IN THE WORLD...

OUR MISSION

Our mission is to connect, empower and inspire every member who joins so that no warrior goes through their cancer journey alone.

OUR VISION

Laurie's Love vision is to connect the world of cancer warriors, family, friends, caregivers and loved ones.

STORY & BRAND

[Click Here to Watch Video](#)



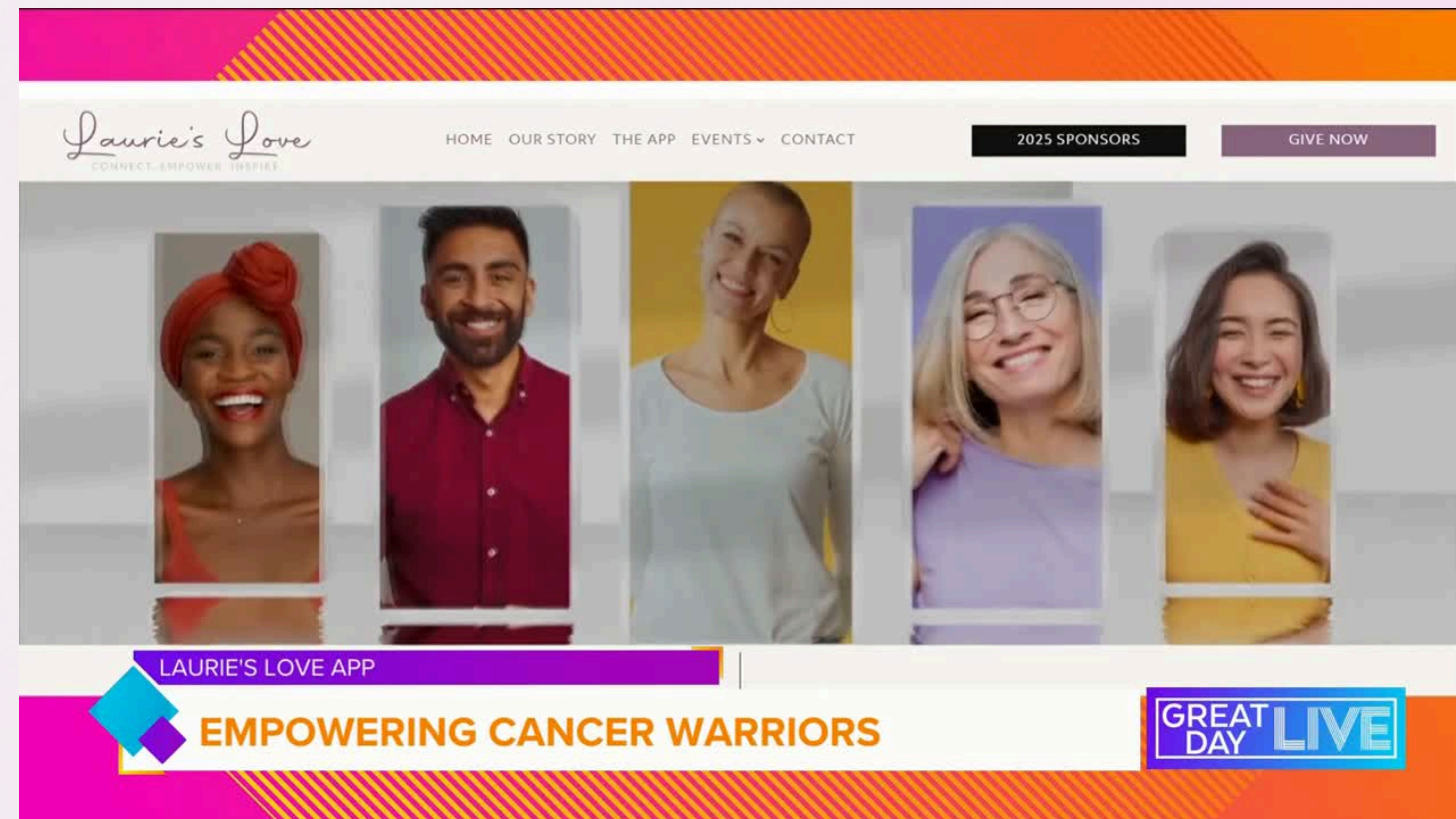
The inspiration for Laurie's Love began with a friendship forged through shared adversity.

Our founder, Tara, and her dear friend and business colleague Laurie Brewer supported each other while facing different forms of cancer—Triple Negative breast cancer for Tara, and T-cell Prolymphocytic Leukemia for Laurie.

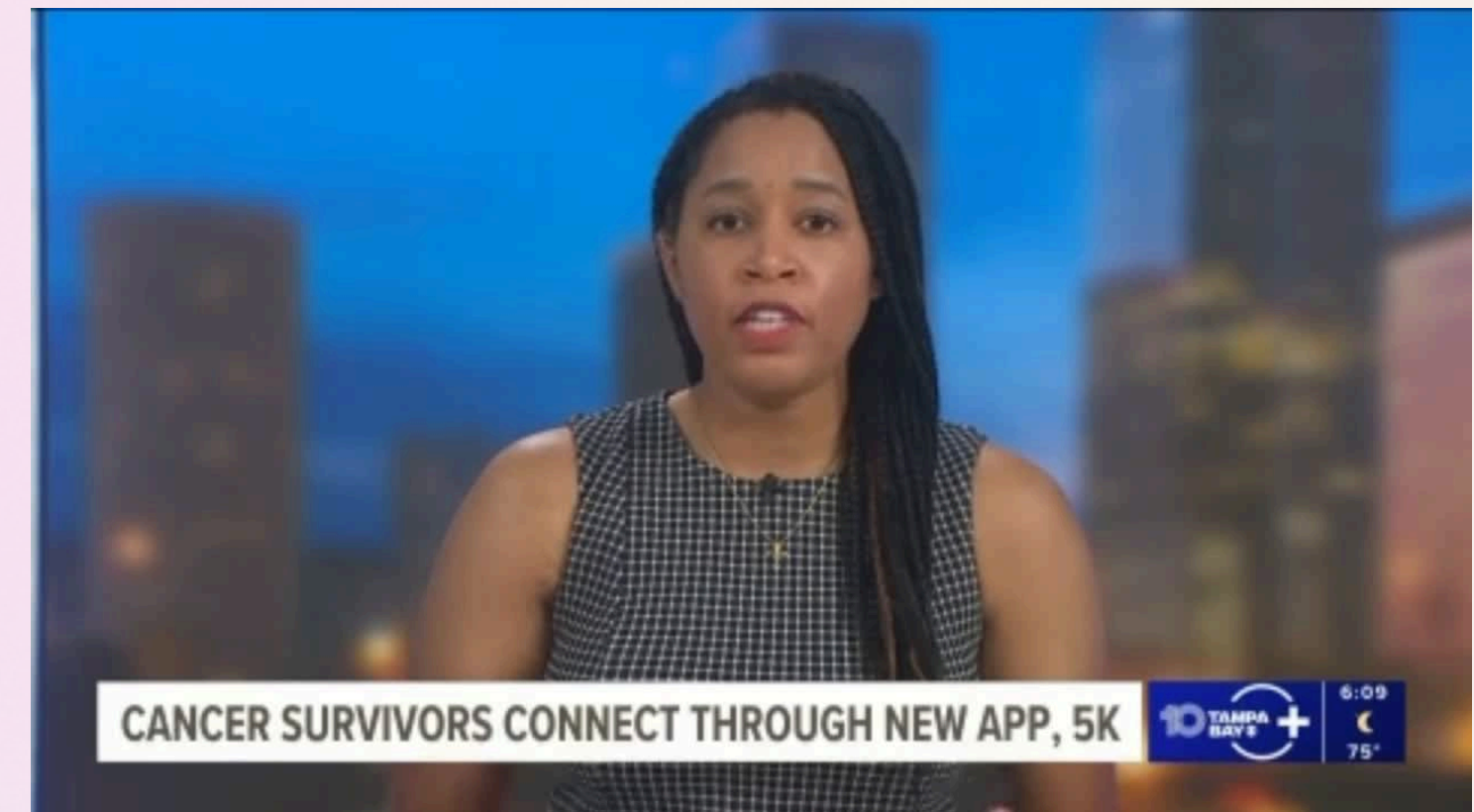
Through countless conversations during treatment, they found that what mattered most wasn't just clinical guidance—it was connection.

The ability to speak with someone who understood the emotional toll and physical hardship firsthand made all the difference.

PRESS & MEDIA



GREAT DAY LIVE
Laurie's Love App



10 TAMPA BAY
Laurie's Love Legacy 5K

LOGO USAGE

Laurie's Love
CONNECT. EMPOWER. INSPIRE.



Laurie's Love
CONNECT. EMPOWER. INSPIRE.

TYPOGRAPHY

PRIMARY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Objektiv Mk1

ACCENT

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Autography



PALETTE



PROBLEM

Emotional Isolation:

Cancer patients and caregivers often feel alone, misunderstood, and unsupported.

Generic Platforms:

Social media and forums lack safety, specificity, and personalization.

Lack of Connection:

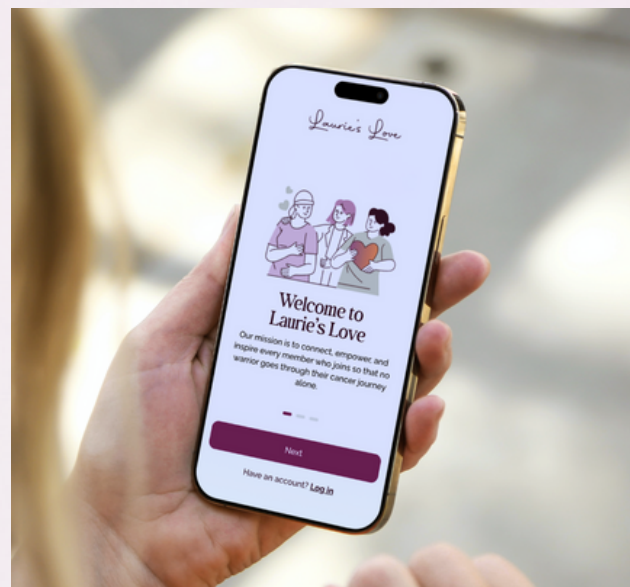
No streamlined solution exists for matching people based on diagnosis, treatment journey, and geography.



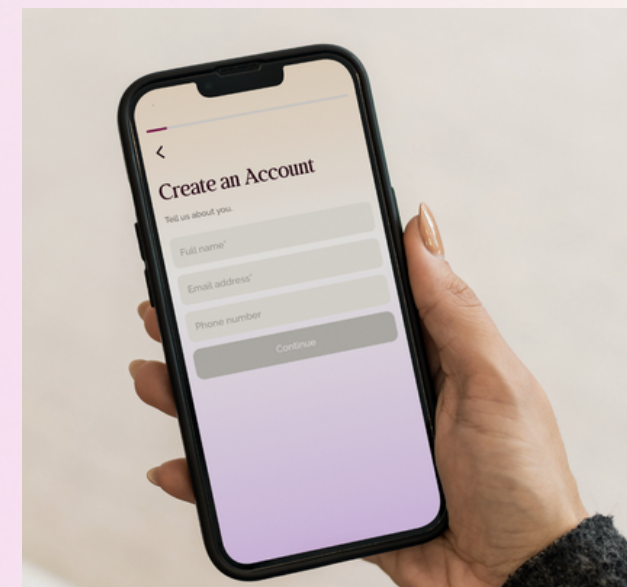
SOLUTION

- Personalized 1:1 matching based on role, diagnosis, location, and experience
- Secure, ad-free emotional support spaces
- Community building through storytelling, shared experiences, and private messaging
- Map-based feature for local, national and worldwide connection

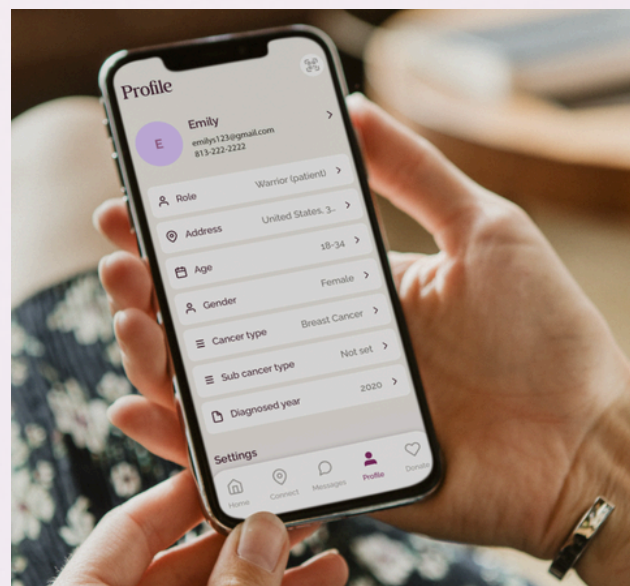
HOW IT WORKS



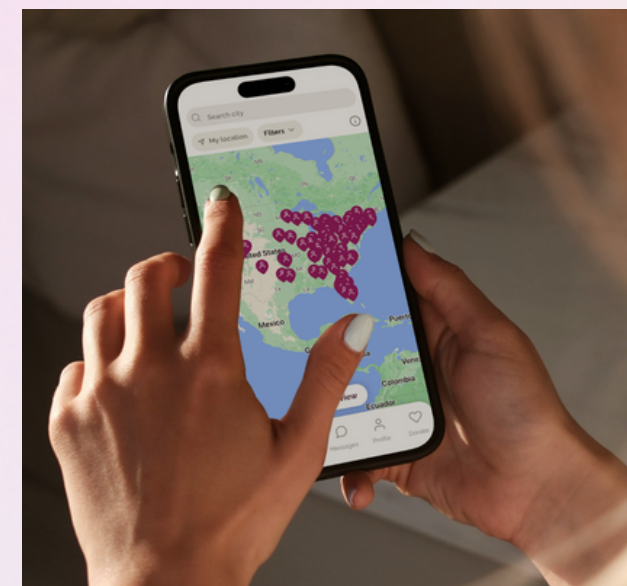
Step 1: Download
The app is readily available in the App Store for Apple & Android.



Step 2: Register
Register your information and create your account.

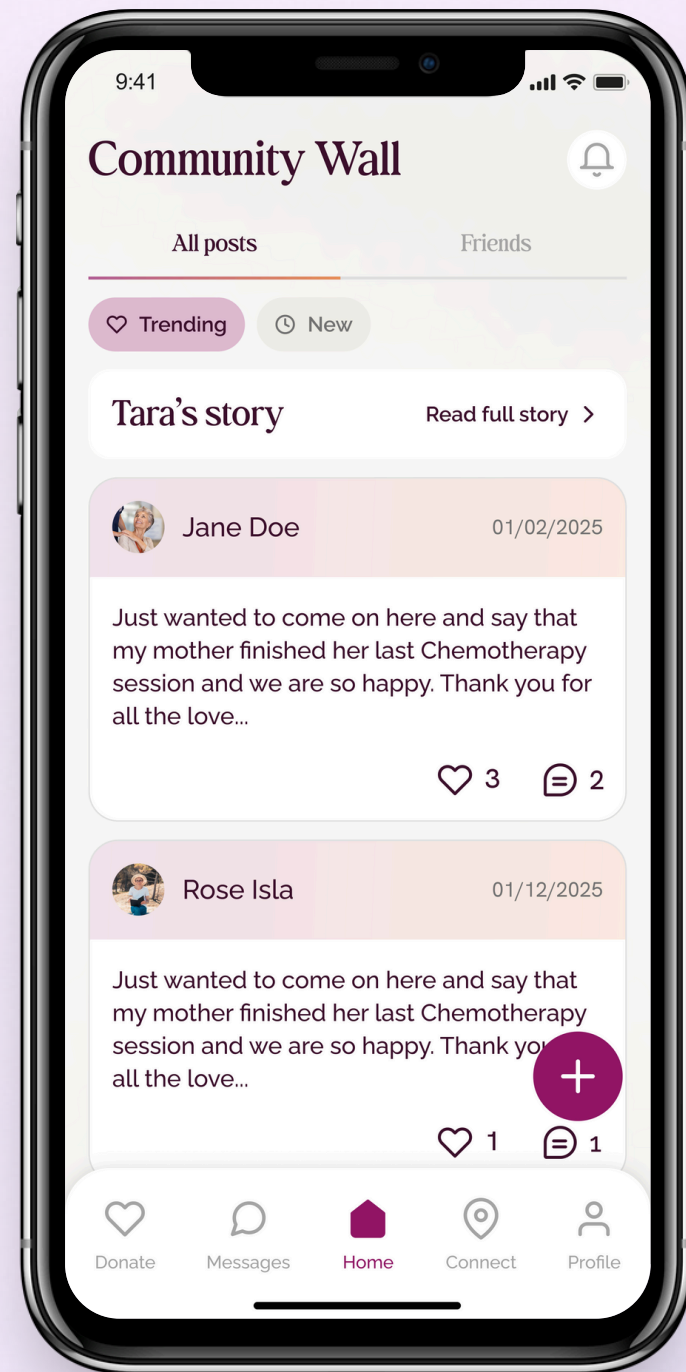


Step 3: Create Profile
Create a profile sharing a bit about yourself, including cancer type.

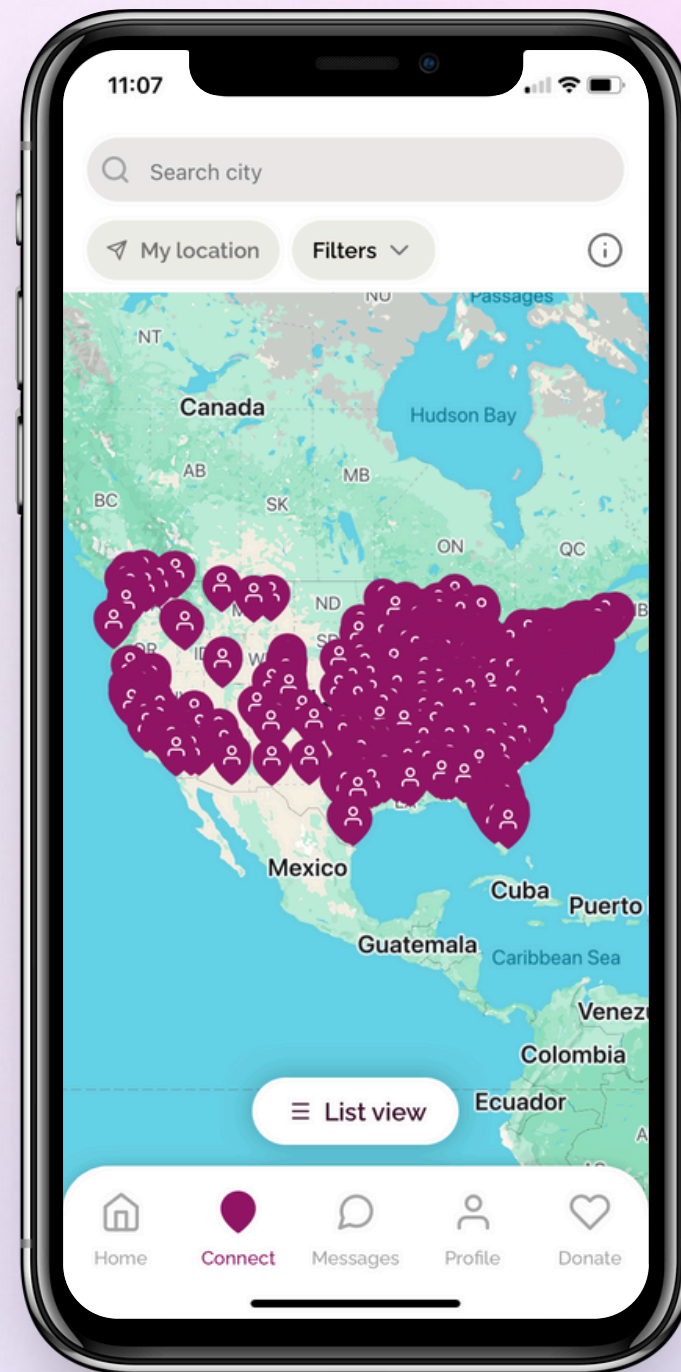


Step 4: Connect
Welcome to your new family of supportive warriors.

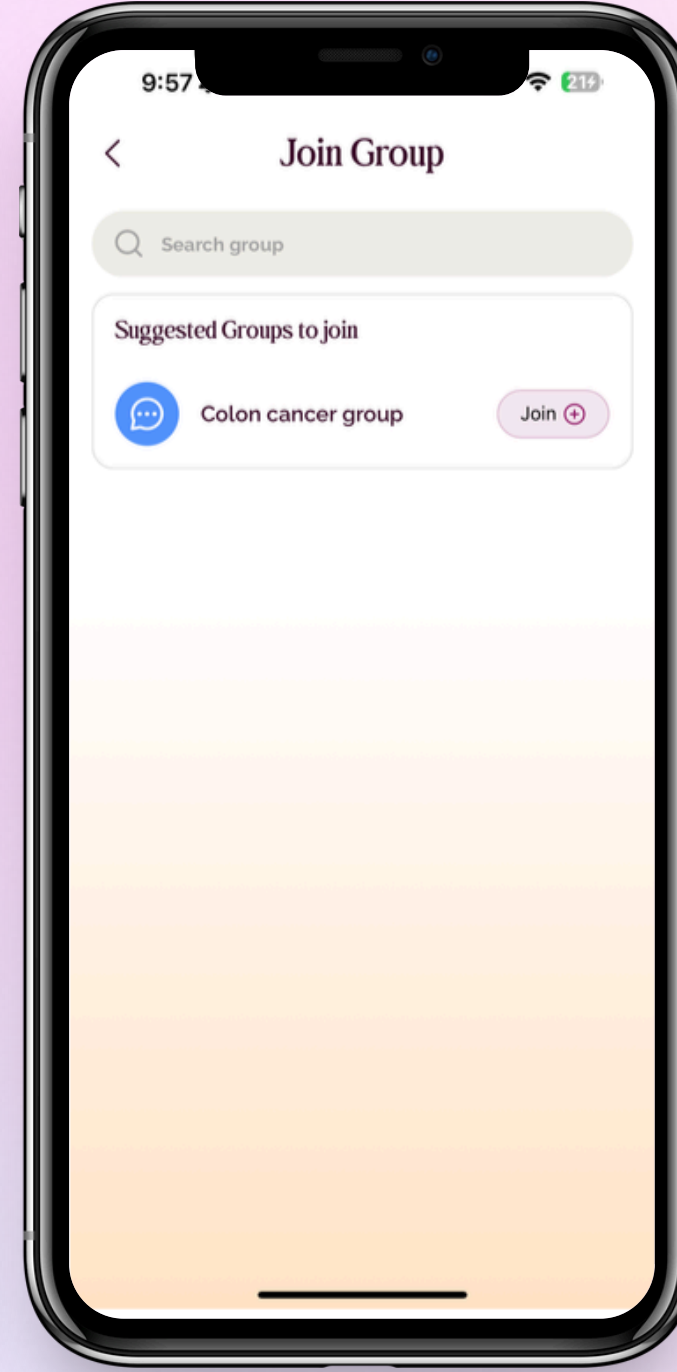
KEY FEATURES



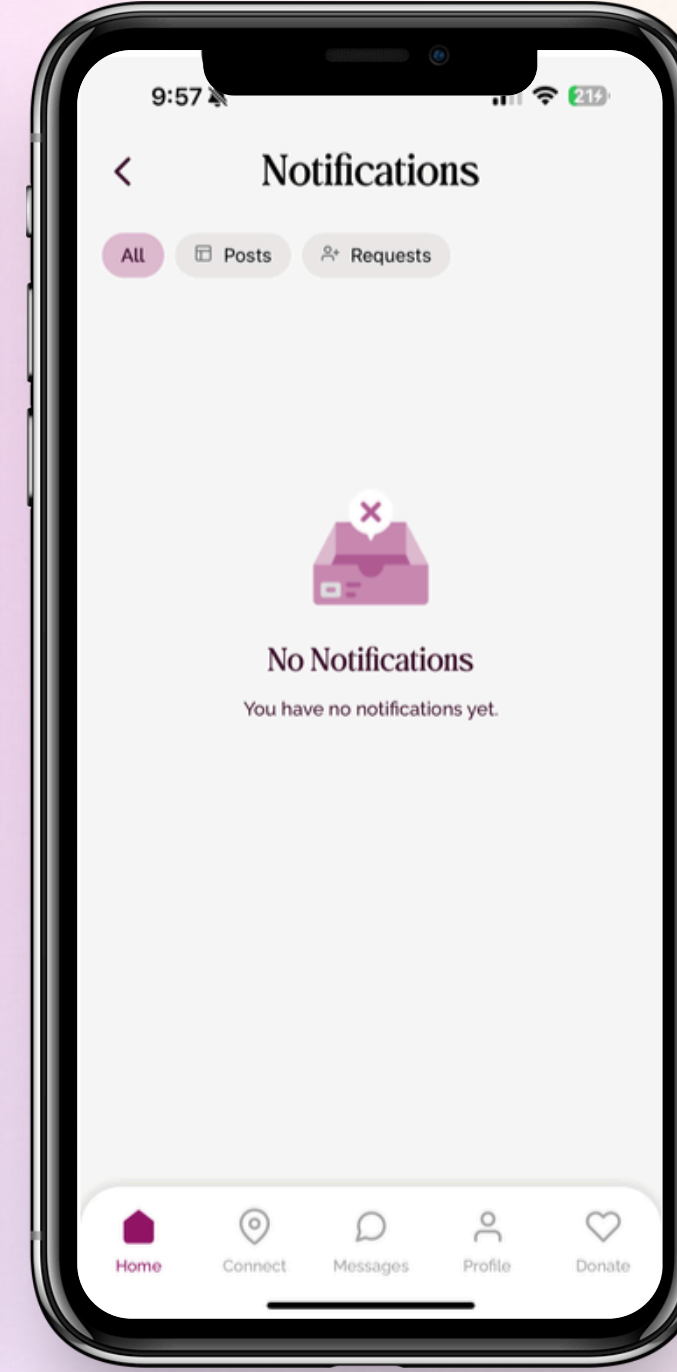
COMMUNITY
WALL



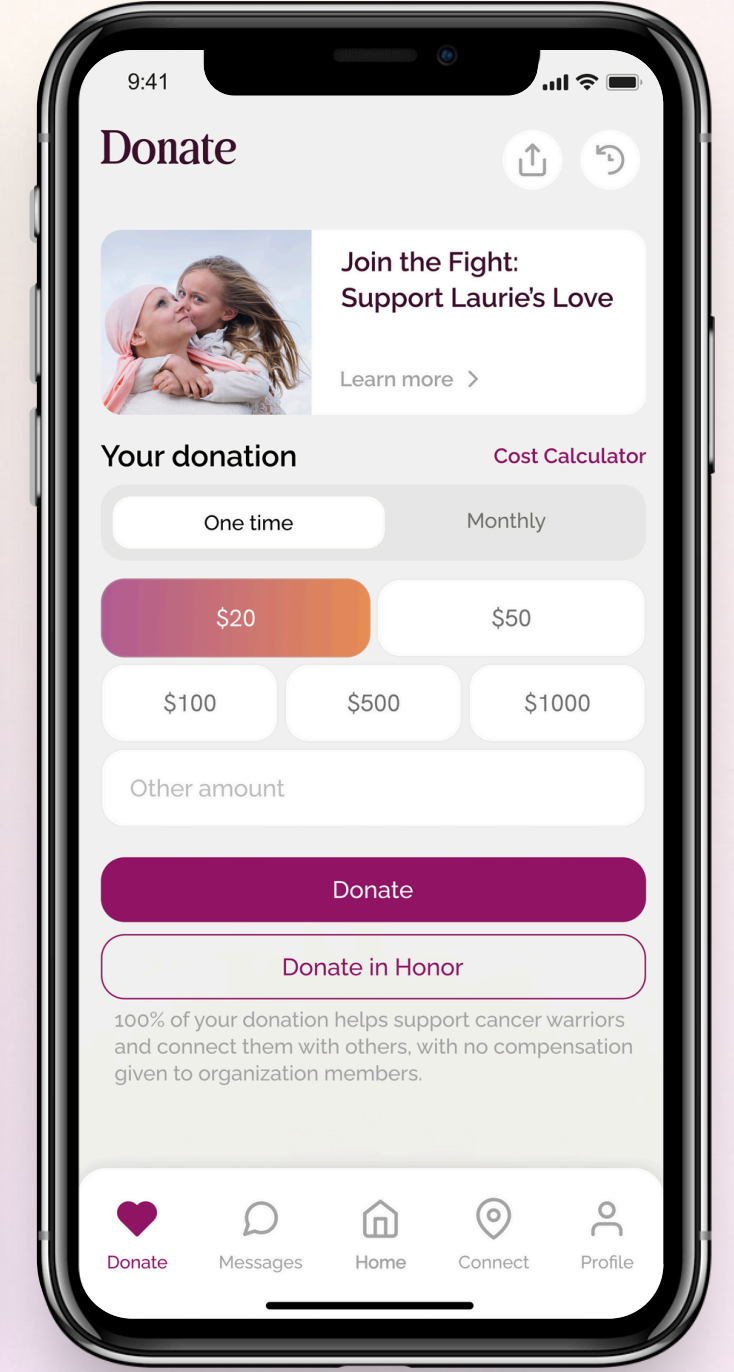
MAP



GROUPS



NOTIFICATIONS



DONATE

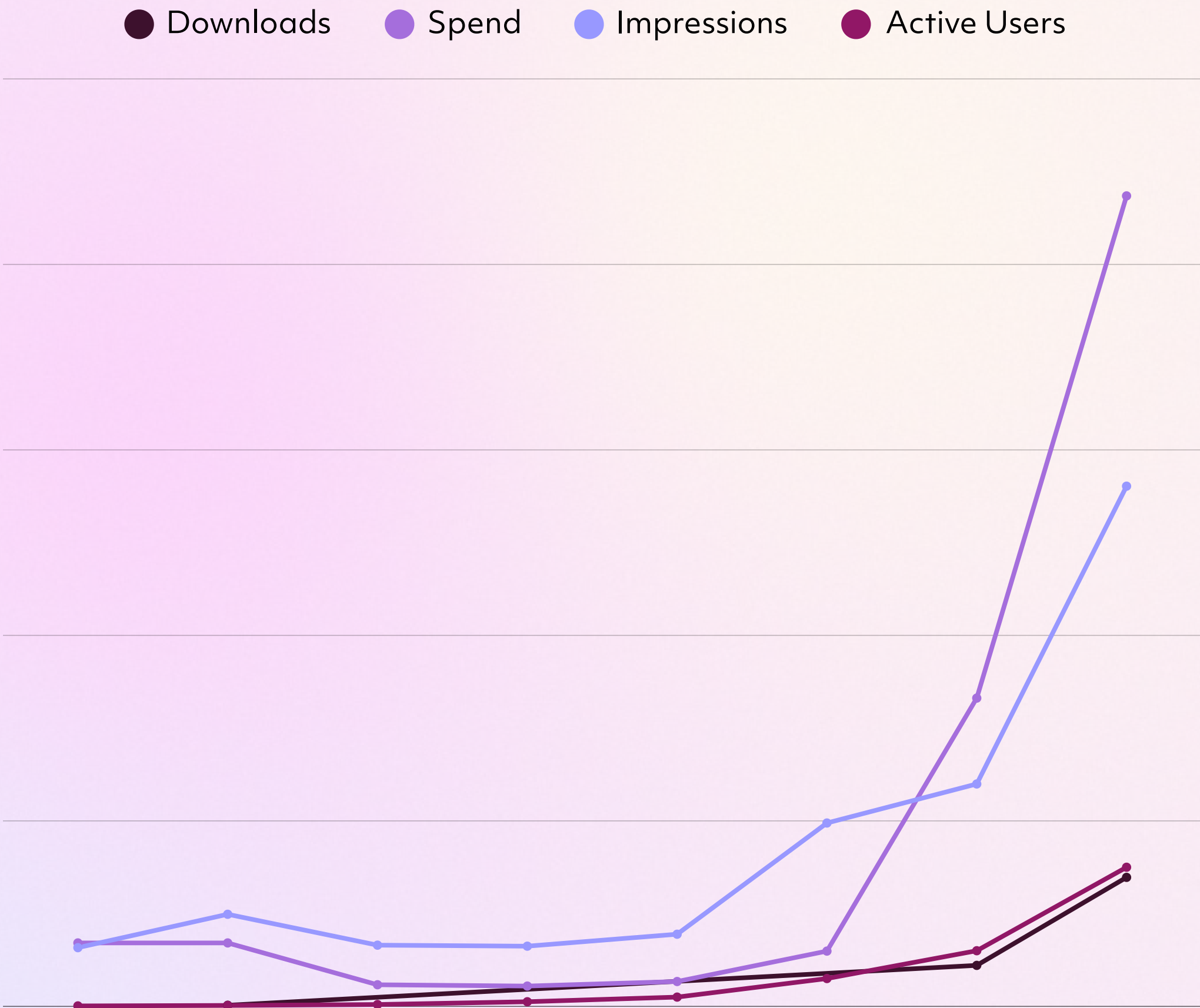
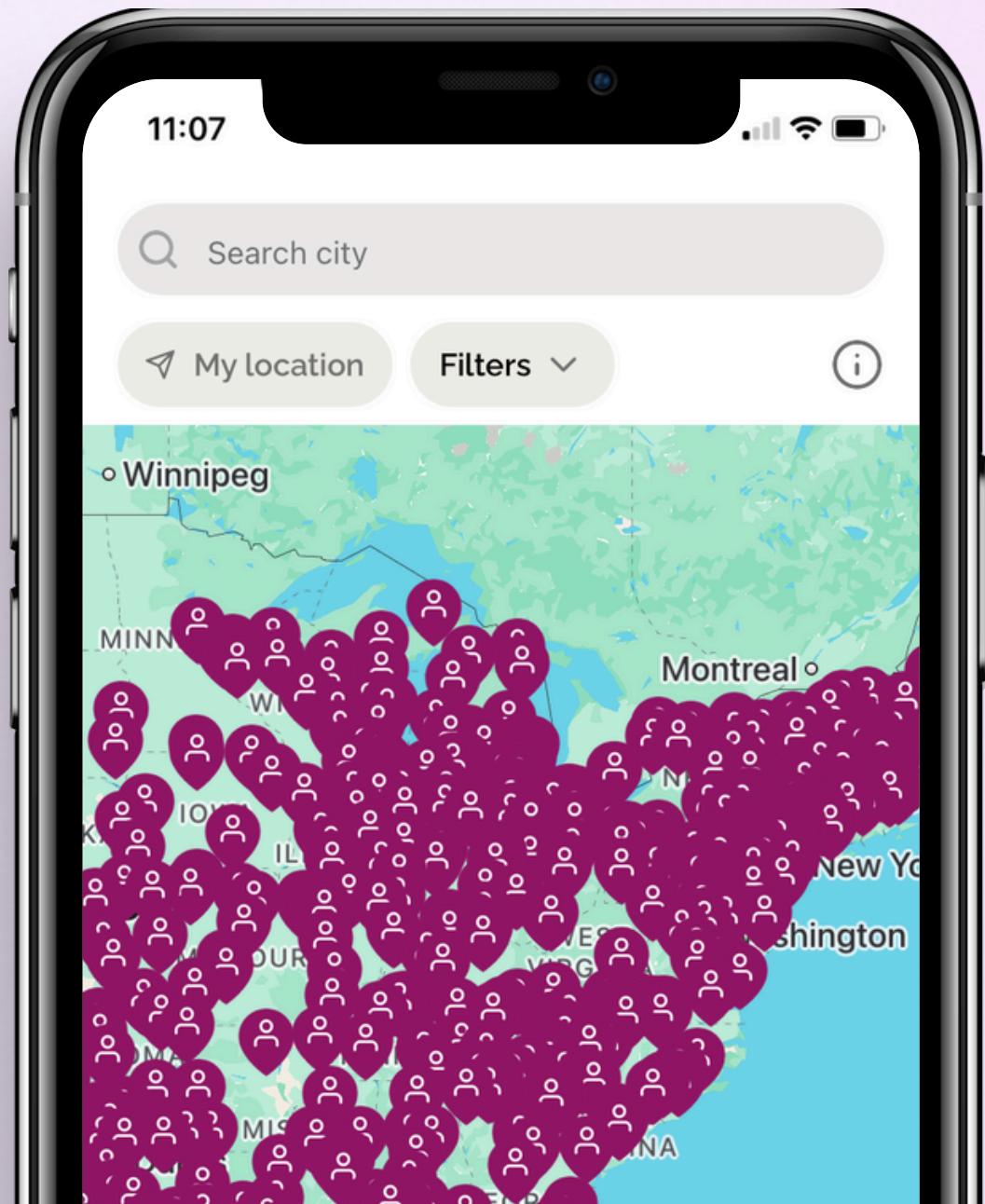
GROWTH METRICS

Spend: \$14K

Active Users: 1,800

Reach: 742,280

Average Cost Per User: \$6.91





TARA ZUZGA

Founder of Laurie's Love

Tara founded Laurie's Love in honor of her dear friend and business colleague, Laurie Brewer, after the two shared a deeply personal journey through cancer. Tara was diagnosed with Triple Negative breast cancer while Laurie had been living with a rare blood cancer, T-cell Prolymphocytic Leukemia.

Through countless conversations during their treatments, they discovered the critical need for connection with others facing similar diagnoses—those who truly understand the physical and emotional toll of the journey. Although Laurie passed before Laurie's Love was officially launched, their shared vision lives on through this platform.

Tara created Laurie's Love to offer a supportive, private space where cancer warriors, caregivers, and loved ones can uplift each other, share their stories, and never walk alone.

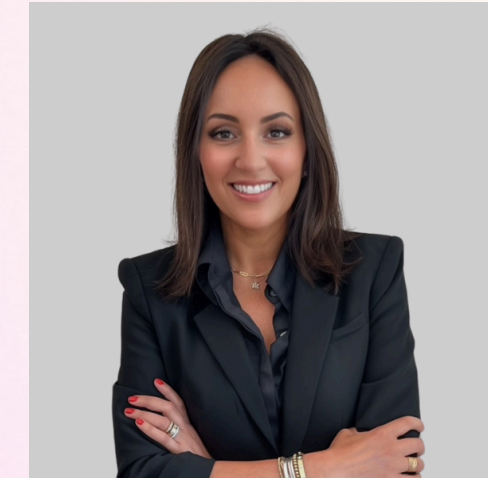
BOARD OF DIRECTORS

The Laurie's Love Board of Directors is composed of compassionate, mission-driven leaders dedicated to connecting cancer warriors, friends, family and caregivers across the world.

Through strategic guidance and collaborative leadership, the board helps ensure Laurie's Love remains a trusted source of strength, support, and community for those navigating the cancer journey.



Tara Zuzga
President



Beth Kahwajy
Board Chair



Hannah Gibson
Board Chair



Jeremy Cocomise
Board Chair



Samantha Marti
Board Chair

DEVELOPMENT TEAM

OneSeven Tech is a digital product studio specializing in consulting, designing, and developing AI-integrated software tailored for venture-backed startups and scaling companies.

OST clients range from mid-market, 2,000-person organizations to publicly traded enterprises on the NASDAQ.



James Sullivan
Founder & CEO



Manuel Tablado
Backend Developer



Victoria Paz Gressani
UX/UI Designer



Sebastian Sanchis
Frontend Developer



Liliana Hernandez
Project Manager



Hakan Ersingün
QA Engineer

MARKETING TEAM

Collectively Skyway Media brings 125+ years of experience across digital marketing strategy + implementation, development & project management.

15 dedicated team members have supported Laurie's Love from day one.



Jeremy Cocomise
Founder & CEO



Sara Anderson
Digital Marketing Director



Jeremy Marshall
Director of Software Development



Callie Weese
Digital Project Manager



Whitney Boltuch
Director of Digital Design



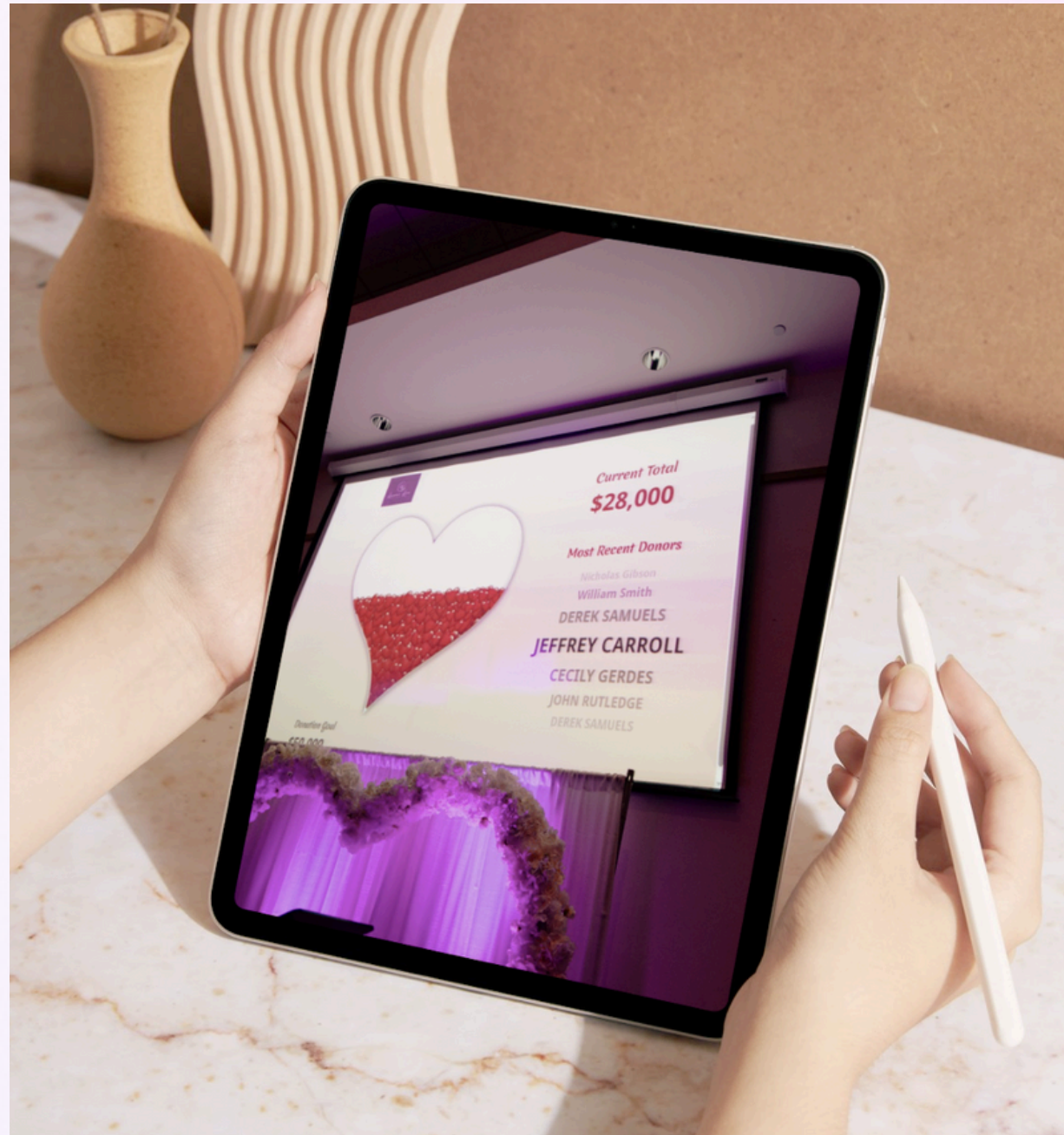
Cam Clark
Analytics & Integrations Specialist



Emily Starling
Content Specialist



Keisha Cyr
Director of Paid Social



REVENUE MODEL

Today

- Free, donor-supported, nonprofit structure

Future Opportunities

- Corporate sponsorships (health orgs, pharma, wellness brands)
- Branded partnerships for fundraising
- Licensing for hospitals & cancer centers
- Premium features (coaching, therapy partnerships)



TRUST & SECURITY

- HIPAA-conscious design principles
- Data is never sold
- No ads or tracking
- Moderated community with safety protocols
- Live help and onboarding support

GET INVOLVED

How you can help
connect warriors,
caregivers, family
and friends across
the world.

Invest: Fuel our next growth phase
and reach thousands more in need

Sponsor: Partner with us at annual
events and in-app campaigns

Donate: Every dollar helps us
provide free access to emotional
lifelines

Share: Help us spread the word and
grow this movement

GET IN TOUCH

Help us to ensure no one walks this journey alone! Get in touch with us.

Email: tarazuzga@laurieslove.org

Website: laurieslove.org

Call: 727-316-0220



OUR VISION FOR THE FUTURE

Connect the World