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**THE HAPPY LUNGS PROJECT, NEW AUSTIN NONPROFIT, LAUNCHES HAPPY LUNGS SHOPPING CARD; PROVIDES RETAIL DISCOUNT TO CONSUMERS AND SUPPORTS LUNG CANCER RESEARCH**

*The Happy Lungs Shopping Card, only available in Austin, offers residents 20% discount at participating retailers, 10% discount at participating restaurants from Oct.28 – Nov. 6, 2022*

AUSTIN, Texas – Sept. 28, 2022 – Austin consumers will soon be able to receive discounts at dozens of retailers and restaurants throughout the greater-Austin metropolitan area. The Happy Lungs Project, a new Austin-based nonprofit that supports lung cancer research, today launched its Happy Lungs Shopping Card, which provides Austin residents a 20% discount at 73 participating retail locations, and a 10% discount at 17 participating restaurant locations from Oct. 28 to Nov. 6.

**The Happy Lungs Shopping Card**

The \$50 shopping card can be purchased by clicking [here](#). Buyers are emailed their digital card, which they show local retailers and restaurants to receive their discounts. For a full list of participating retailers and restaurants, [click here](#). The Happy Lungs Shopping Card is only available in Austin, which is the first market The Happy Lungs Project is launching the card.

Austin resident, 51-year-old Ilana Stromberg, was diagnosed with RET Positive lung cancer in 2019. Following a metastasis to her liver and brain, in 2021, her family founded a non-profit, The Happy Lungs Project, to help find a cure for RET-positive, Non-Small Cell Lung Cancer. The Happy Lungs Shopping Card is The Happy Lungs Project’s premiere fundraising event. One hundred percent of the proceeds from the shopping card go to The Happy Lungs Project, supporting medical research on new therapies to beat [RET positive lung cancer](#).

“This is a win-win-win situation for Austin consumers who will save money, Austin retailers who will benefit from sales, and lung cancer research which will receive the money we raise,” said Ilana Stromberg, RET positive lung cancer patient and co-founder of The Happy Lungs Project. “The Happy Lungs Project was founded to help find a cure for lung cancer so that patients currently living with cancer can live without it.”

Diamonds Direct, one of the participating retailers, is hosting a special event on Oct. 27 to launch the shopping card promotional period. Through this collaboration, Diamonds Direct will be offering early access 20% savings to everyone with a Happy Lungs Shopping Card.

“Diamonds Direct is humbled and thrilled to host the launch party for the Happy Lungs Shopping Card,” said Lou Verde, general manager of Austin Diamonds Direct. “We strive to give back to the community any way possible, and we could not be more honored to work with The Happy Lungs Project this year on the launch of their new shopping card.”

### **About RET Positive Lung Cancer**

Nearly 37,000 people are diagnosed with RET positive lung cancer annually, which is prevalent in younger women from 30 to 60, most of whom have never smoked and live an active, healthy lifestyle.

Lung cancer is the leading cause of cancer deaths and the third most common cancer diagnosed in the U.S. impacting 1 in 17 people. Lung cancer occurs less often than breast cancer, but it is almost three times lethal. Despite being the leading cause of cancer deaths there is a fundamental lack of funding for lung cancer research.

### **The Happy Lungs Project Mission**

“The mission of The Happy Lungs Project is to support researchers and clinicians in their work toward finding a cure for RET positive Non-Small Cell Lung Cancer, while providing helpful information to empower patients in their own healing,” said Stromberg. “Additionally, we will collaborate with researchers and clinicians to determine the applicability of our efforts to other genetic mutations or cancers caused by the RET mutation (e.g. thyroid cancer), while alerting patients and their families to new clinical trials which are aimed at creating the next generation of life-saving treatments.

### **For More Information**

*The Happy Lungs Project is an Austin-based nonprofit that was founded in 2021. For information about The Happy Lungs Project, click [here](#). For information about the Happy Lungs Shopping Card, click [here](#). For questions, email us at [info@happylungsproject.org](mailto:info@happylungsproject.org). Please follow us on [Facebook](#) and Instagram [@thehappylungsproject](#).*

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