July 24, 2012

That’s All Greetings has donated $6,517 to the University of Alabama at Birmingham (UAB) Comprehensive Cancer Center from proceeds of sales of the company’s greeting cards. The money will go toward advancing ovarian cancer research at UAB.

That’s All was started by Karen Kogan Rosenzweig and her sister, Debbie Kogan Lyda, while Lyda was undergoing treatment for ovarian cancer at UAB. While trying to cope with Lyda’s stress and pain during hospital stays, they would say “That’s all” after everything they said. For instance, “You have cancer. That’s all.” The sisters eventually had the idea to make cards incorporating the phrase, and thus, That’s All Greetings was born.

Since its inception, That’s All has donated a portion of all its proceeds to the ovarian cancer research of Warner Huh, M.D., Lyda’s surgeon, oncologist and friend. The company’s products are in hundreds of stores across the United States, as well as Canada, Jamaica, Australia and Bermuda.

“We are honored to receive such a thoughtful gift from a company whose staff knows the struggles and heartache of cancer all too well,” said Huh, an associate professor in the UAB Division of Gynecologic Oncology. “We will use these funds to further our research in hopes of developing better screening and prevention methods for ovarian cancer as well as helping patients win their battle against this disease.”

The UAB Comprehensive Cancer Center is the only National Cancer Institute-designated comprehensive cancer center located in a six-state area that includes Alabama, Mississippi, Louisiana, Arkansas, South Carolina and Georgia, and is among only 40 such centers in the United States. The center is a leader in groundbreaking research, reducing cancer disparities and leading-edge patient care.

Its mission is to provide the highest quality of life for people diagnosed with cancer, while advancing the world's understanding of cancer, and translating this knowledge into prevention, detection, treatment and survivorship.

Pictured (L to R): Mike Bertram, Dr. Warner Huh, Debbie Lyda, Karen Rosenzweig and Katy Smith