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Breaking News!

On September 11, 2007 two separate stories were published in the Wall Street Journal and the NY Times highlighting the critical debate over Direct to Consumer ad campaigns for genetic testing and in particular, the Myriad Genetics Ad Campaign for BRCA I and II gene testing.

New York, Connecticut, and Massachusetts are targets for the Direct to Consumer Advertising Campaign.

[View the Wall Street Journal Article](#)
"Ad Campaign Fuels Debate on Breast-Cancer Gene Test"

[View the NY Times Article](#)
"A Genetic Test That Very Few Need, Marketed to the Masses"

Argument for Deceptive Claim

This document was prepared to argue for the deceptive features of the Myriad Direct to Consumer Advertising Campaign for BRCA testing.

Deceptive Claims

Yale Cancer Center's Cancer Answers on NPR Please tune in to a special edition of Yale Cancer Center's Cancer Answers to hear Ellen Matloff, MS and CT Attorney General Richard Blumenthal discuss the controversial Myriad advertisement campaign that is now running in CT, MA and NY. This program originally aired on NPR September 16, 2007 and can now be found here: [Tune in online](#).

For more information on this campaign, please visit yalecancercenter.org. Or take 90 seconds of your time to help by signing the on-line petition below.