

In May 2017, East 5th Avenue was retained by Chris Wark for his September 2017 SQUARE ONE Program launch.

In December 2017, East 5th Avenue created a case study on the SQUARE ONE Program launch. The case study was prepared to highlight East 5th Avenue's work during the second launch of the SQUARE ONE Program in 2017, and was one of several examples of case studies that promoted East 5th Avenue. However, the case study was not an official statement from East 5th Avenue, the SQUARE ONE Program, or Chris Wark. East 5th Avenue later discovered that the data cited in the case study at the time was not accurate.

For example, the case study did not contain, among other information, any data concerning the substantial production costs and expenses incurred as a result of the 2017 SQUARE ONE Program launches. For these and other reasons, East 5th Avenue cannot condone the use of, or support the data contained in the case study. Accordingly, East 5th Avenue makes this public retraction of the case study and the data contained therein.

East 5th Avenue apologizes for any confusion or misunderstanding that may have resulted because of the case study. But most of all, East 5th Avenue apologizes to Chris Wark. While East 5th Avenue attempted to accurately collect and report data, the case study did not reflect a full or final financial picture, and unfortunately, the data from the case study has been misused to misrepresent Chris Wark.

East 5th Avenue believes in and fully supports Chris Wark's mission to share evidence-based information related to cancer prevention and survival. Chris has a huge heart for people, and East 5th Avenue has had the pleasure to work with Chris and his team on multiple program launches.

To date, Chris Wark and his team have given free access to his SQUARE ONE Program to over 700,000 people around the world. East 5th Avenue is proud to be associated with Chris Wark and takes tremendous satisfaction in the small part it has played in this accomplishment.

Warm Regards,
East 5th Avenue Team