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Jackson-Based CEO and Scientist to Speak at Global Health Conference on Yale University Campus This Weekend

Bilal Qizilbash, CEO and co-founder of EasyKale Labs, will speak at the [Global Health and Innovation Conference at Yale University](#) this weekend.

The Global Health & Innovation Conference is the world's largest and leading global health and social entrepreneurship conference. With more than 2,000 participants from all 50 states and more than 55 countries, this thought-leading conference convenes leaders, change-makers, and academics from all sectors of global health, international development, and social entrepreneurship.

During his presentation, "Hate Kale? Let's Talk," Qizilbash will review the state of his research into the anti-cancer properties of kale and give the audience a better understanding of what he hopes to accomplish with EasyKale.

In lab work he conducted while studying for a [master's degree in medical sciences at Mississippi College](#), Qizilbash discovered that, in vitro, juiced leafy kale would attack melanoma cancer cells while leaving noncancerous ones alone. That work eventually led to a US. patent on that research, and Qizilbash is conducting additional experiments to learn more.

He then developed Bilal's EasyKale, a 100-percent pure kale powder, using a unique process that lowers the taste profile of the kale, making it easy to add to other recipes like stews, smoothies and pasta sauces or to sprinkle on your favorite foods.

At the conference, Qizilbash will also have been invited to pitch competition judges in an effort to secure a "social entrepreneurship" grant to help research the positive effects that EasyKale could have for consumers who live in "food deserts" where fresh produce is extremely hard to come by.

"Bilal Qizilbash was selected through a competitive process to present a [Social Impact Pitch](#) at the 16th annual [Global Health & Innovation Conference](#) at Yale University on April 13-14, 2019," said Senior Program Manager Jamen Rose Garcia. "We were very impressed by the quality of Bilal's abstract submission, and we look forward to having Bilal present at the conference in April. We receive many excellent abstract submissions and the abstract selection process is highly competitive. Social Impact Pitch abstracts are required to identify high quality outcomes that support the innovation's important long-term goals and to prove effectiveness.

Working with the City of Jackson and in consultation with the Mississippi Food Network, Qizilbash hopes to make Bilal's EasyKale available to a select group of people to see if it can help them improve their diets over time.

More information on Bilal's EasyKale is available at www.easykale.com online. Bilal's EasyKale is sold through Amazon.com.

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