

[Day], [Month] [Date], [Year]

BCAN KICKS-OFF “OWN YOUR HEALTH AND HAVE AN IMPACT” BLADDER CANCER AWARENESS MONTH

The Advocacy Network is encouraging those impacted by bladder cancer to share their stories, increase national awareness and stay on top of their health.

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[Bethesda, MD] – The Bladder Cancer Advocacy Network (BCAN) kicks-off **“Own Your Health and Have an Impact”** Bladder Cancer Awareness month during May 2017. Bladder cancer effects people of all ages and races and is the 5th most common cancer found in the U.S. according to the National Cancer Institute – yet it is one of the least talked about cancers to date.

“This Bladder Cancer Awareness month we are encouraging those living with bladder cancer and the supporters of research efforts, to work with BCAN, community leaders, government officials and businesses to share their stories, increase awareness and educate the general public of the signs and symptoms,” said Andrea Maddox-Smith, Chief Executive Officer, BCAN. “The strength and passion of survivors and patients can help to enlighten, inspire and most importantly, save a life.”

BCAN is urging the general public to “Own Your Health” by learning the signs and symptoms now. Some of the signs include; blood in the urine, painful urination, urgent need to urinate, or feeling the need (but not able) to pass urine. Symptoms include abdominal pain, fatigue, or lower back pain. These signs and symptoms can also be linked to other illnesses, so it’s important to seek care from a healthcare provider immediately, if any of these signs or symptoms are present.

Bladder cancer survivors, patients and supporters are being asked to “Have an Impact” on those who may be unaware about this form of cancer and those who need a support system. BCAN is encouraging everyone to organize community engagements to educate the general public, leverage the media to share information and/or get government bodies to take action on strengthening research and support for patients. For a detailed list of suggested engagements, visit, [insert website link.]

BCAN would like to hear your stories as a cancer survivor, patient or support. The “My Bladder Cancer Story” campaign is requesting personal stories or highlights on what’s being done to increase awareness. For details on how to submit stories and highlights or to read about the courageous journeys of others, please visit, www.bcan.org/bladder-cancer-story/.