



For Immediate Release

Media Contact:

Claire Saxton

301-215-9099

csaxton@bcan.org

Inaugural Bladder Cancer Research Award Presented by Bladder Cancer Advocacy Network

Bethesda, Md. (August 23, 2010) — The Bladder Cancer Advocacy Network (BCAN), the first national advocacy organization dedicated to improving public awareness of bladder cancer, is proud to present Dr. Elizabeth Guancial with its inaugural Bladder Cancer Research Award.

The BCAN Award for Bladder Cancer Research was established to advance research that will increase the understanding of bladder cancer risk, biology, prevention and treatment while encouraging young investigators to pursue a career in bladder cancer research. Guancial was selected from a highly qualified pool of grant applicants.

The \$25,000 one-year grant will help support Guancial's research project to identify new biomarkers that can identify patients who will respond to platinum-based chemotherapy for muscle invasive and advanced bladder cancer. Currently, doctors have no way to determine in advance of giving this chemo whether a patient will respond to it. Guancial's research could potentially spare the group of patients who would not respond to this chemotherapy from having to undergo it.

"Ultimately I hope that my research efforts will reveal predictive markers for bladder cancer that can be used in clinical protocols and potentially lead to targets for therapeutics," states Guancial, a Fellow in the Dana Farber/Partners Cancer Care Hematology/Oncology program in Boston.

This month, BCAN also hosted the fifth annual Bladder Cancer Think Tank Meeting, whose goal is to encourage and support collaborative efforts to overcome hurdles in advancing bladder cancer research, treatment and education. Approximately 100 leading physicians, researchers, advocates and survivors attended the meeting, the only annual bladder-cancer specific medical conference in North America.

"The Think Tank is making great progress in implementing collaborative projects in the areas of survivorship, standardization of treatment, data mining and identifying novel therapeutics," says Diane Zipursky Quale, president and co-founder of BCAN. "We are proud of what has been

accomplished and look forward to continued progress and advancements toward the treatment of bladder cancer.”

BCAN greatly appreciates the dedicated efforts of the Think Tank’s Program Chair, Dr. Cheryl Lee, University of Michigan, and co-Chairs, Dr. Seth Lerner, Baylor College of Medicine and Dr. Gary Steinberg, University of Chicago; and its BCAN Award for Bladder Cancer Research Grant Review Committee: Dr. Mark Gonzalgo, Stanford University; Dr. Donna Hansel, Cleveland Clinic; Dr. Ashish Kamat, M.D. Anderson Cancer Center; Dr. Matthew Milowsky, Memorial Sloan-Kettering Cancer Center; Dr. Mark Soloway, University of Miami; Dr. Gary Steinberg, University of Chicago.

About the Bladder Cancer Advocacy Network

The Bladder Cancer Advocacy Network (BCAN – *pronounced beacon*) is the first national advocacy organization dedicated to improving public awareness of bladder cancer, advancing bladder cancer research and providing information and support to people affected by bladder cancer. Founded in May 2005, BCAN is a cooperative effort among bladder cancer survivors, their loved ones and the medical community. For more information, visit www.bcan.org or call 888-901-BCAN.

###