



**For Immediate Release**

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## **Congressman Rooney Introduces Legislation to Recognize National Bladder Cancer Awareness Day**

**Bethesda, Md. (July 7, 2010)** — The [Bladder Cancer Advocacy Network](#) (BCAN), the first national advocacy organization dedicated to improving public awareness of bladder cancer, applauds U.S. Representative Tom Rooney (R-Fla.) for introducing a resolution to recognize July 17, 2010 as “National Bladder Cancer Awareness Day.”

The first annual Bladder Cancer Awareness Day will raise awareness of bladder cancer and its symptoms, so everyone will be able to recognize the signs and seek prompt medical attention. [More than two dozen volunteer-led events will be held nationwide.](#) Each event will also provide a forum for bladder cancer patients, survivors and their caregivers to meet and greet each other, share their stories and form lasting friendships.

“Bladder cancer affects tens of thousands of American families, but it is highly treatable when diagnosed early,” Rooney said. “As with many types of cancer, early detection is critical to treating and recovering from the disease. “

“Bladder cancer is prevalent but is not discussed,” said Diane Zipursky Quale, president and co-founder of BCAN. “In sponsoring the first annual Bladder Cancer Awareness Day, we hope to send the message to bladder cancer survivors and caregivers that they are not alone. In fact, there are over 600,000 survivors living in this country.”

Bladder cancer is the fifth most commonly diagnosed cancer in the United States. Approximately 70,000 new cases of bladder cancer are diagnosed annually and more than 14,000 Americans die from the disease each year. The most frequent symptom of the disease is blood in the urine – a signal that one should see one’s doctor immediately.

To attend and/or volunteer at a local event, or for more information about bladder cancer, please visit [www.bcan.org](http://www.bcan.org) or call 888-901-BCAN.

**About the Bladder Cancer Advocacy Network**

The Bladder Cancer Advocacy Network (BCAN— *pronounced beacon*) is the first national advocacy organization dedicated to increasing bladder cancer awareness, advancing bladder cancer research, and providing educational and support services to the bladder cancer community. Founded in May 2005, BCAN is a cooperative effort among bladder cancer survivors, their families and caregivers, and the medical community. To learn more about BCAN or Bladder Cancer Awareness Day, please visit [www.bcan.org](http://www.bcan.org) or call 888-901-BCAN.

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