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Bladder Cancer Advocacy Network Applauds Patti Hansen for Sharing her Story of Living with Bladder Cancer

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The [Bladder Cancer Advocacy Network](http://www.bcan.org) (BCAN) applauds Keith Richard's wife, Patti Hansen, for [sharing her story of facing bladder cancer](#) in the August 2010 issue of *Vogue* Magazine.

"Bladder cancer is the fifth most commonly diagnosed cancer in the United States, and probably the least talked about," said Diane Zipursky Quale, president and co-founder of BCAN. "On behalf of the over 600,000 Americans living with this disease, I commend Ms. Hansen for her bravery in openly telling her story of living with bladder cancer. It is wonderful that she is able to show that a bladder cancer survivor can maintain her active life and her radiant beauty."

In the online version of the story, Ms. Hansen shares that she knew to go to the doctor when she urinated blood. The most frequent symptom of the disease is blood in the urine – a signal that one should see one's doctor immediately. Ms. Hansen also talks about how isolated she felt as a woman being treated for this disease: "They have really got to move this forward for women, because now they are seeing more and more women with bladder cancer." For resources specifically for women with bladder cancer, visit BCAN's website at: <http://www.bcan.org/facing-bladder-cancer/women-bladder-cancer/>

Ms. Hansen's story was published online four days before the first annual Bladder Cancer Awareness Day on Saturday, July 17. BCAN is commemorating the day with [more than two dozen volunteer-led events nationwide](#), including an event at Memorial Sloan-Kettering, where Ms. Hansen was treated. In addition to raising public awareness about the risks and signs of bladder cancer, the events will serve as a forum for bladder cancer patients, survivors and their caregivers to meet and share their stories.

In telling her story around Bladder Cancer Awareness Day, Patti Hansen joins other bladder cancer survivors in helping raise awareness of this relatively unknown disease. "I hope my story will inspire others to seek medical help at the first sign of bladder cancer," said [Bob Schieffer, news anchor at CBS News](#), and national spokesperson for Bladder Cancer Awareness Day. "If one person goes to see their doctor when they first notice blood in their urine, then I may have had a part in saving a life."

Approximately 70,000 new cases of bladder cancer (18,000 women and 62,000 men) are diagnosed and more than 14,000 Americans (4,000 women and 10,000 men) die from the disease annually. Though it is more prevalent in men, studies have shown that women are more likely to present more advanced tumors and have a worse prognosis than men at almost every stage of the disease. Smokers are at high risk of bladder cancer. Other risk factors for bladder cancer include exposure to chemicals found in the rubber, dye, leather, printing, textile, and paint industries, as well as exposure to diesel fumes, dry cleaning fluids, and arsenic in well water. Firefighters, veterans, and hairdressers are also at higher than average risk of the disease. The most frequent symptom of the disease is blood in the urine – a signal that one should see one's doctor immediately.

Bladder Cancer Awareness Day is being staged with national sponsorship support from GE Healthcare. To attend a local event, or for more information about bladder cancer, please visit 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 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.

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