

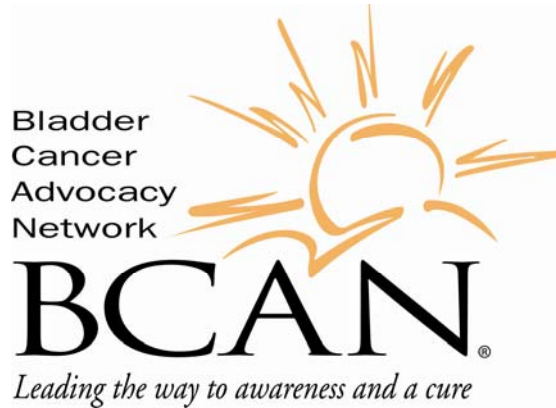
FOR IMMEDIATE RELEASE
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Understanding Bladder Cancer: A Free Educational Forum for Survivors and Caregivers
Presented by the Bladder Cancer Advocacy Network on Saturday, May 15, 2010

Chapel Hill, NC – Bladder cancer is the fifth most commonly diagnosed cancer in the US, yet most people know nothing about it. Join the Bladder Cancer Advocacy Network (BCAN, pronounced “beacon”) for “**Understanding Bladder Cancer,**” a free educational program for bladder cancer survivors and caregivers on Saturday, May 15th from 9:30am – 2:30pm at the Friday Center for Continuing Education at UNC Chapel Hill. This forum is free, but preregistration is required.

Dr. Matthew Nielsen from UNC Chapel Hill and Dr. Deborah Bradley from Duke University will lead a panel of bladder cancer specialists to provide a complete overview of the disease as well as question and answer sessions. Additional expert panel members are Dr. Brant Inman from Duke University; Dr. Raj Pruthi, Dr. Donald Rosenstein, and ostomy nurse Barbara Koruda from UNC Chapel Hill; and Dr. Anthony Atala from Wake Forest University. Topics will include bladder cancer detection and diagnosis, treatment of non-invasive bladder cancer, surgery and chemotherapy for invasive bladder cancer, and regenerative medicine applications to bladder cancer. Bladder cancer survivors and caregivers can share their experiences during an interactive survivorship panel.



The forum will be held in the Trillium Room of the Friday Center for Continuing Education at UNC Chapel Hill at 100 Friday Center Drive. Free parking is available.

The forum is free and lunch is included. Space is limited, so preregistration is required. For more information or to preregister, contact BCAN at 888-901-BCAN or www.bcan.org. This forum is sponsored by an unrestricted educational grant from Endo Pharmaceuticals.

Bladder Cancer Advocacy Network

BCAN - the Bladder Cancer Advocacy Network - is the first national advocacy organization dedicated to increasing public awareness about bladder cancer; to advancing bladder cancer research; and to providing educational and support services for 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.

BCAN is organizing events in over a dozen cities across the US for the first annual **National Bladder Cancer Awareness Day** on July 17, 2010. For more information, visit www.bcan.org or call 888-901-BCAN.

Contact BCAN to interview local bladder cancer survivors and participating physician/researchers.