



FOR IMMEDIATE RELEASE

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Bladder Cancer Advocacy Network Offers Free Educational Forum

Dallas, Texas— The Bladder Cancer Advocacy Network (BCAN), the nation's only advocacy organization dedicated to raising public awareness of bladder cancer, will sponsor a free educational program at UT Southwestern Medical Center on March 29, 2008. The event, "Understanding Bladder Cancer," is directed at patients, family members and caregivers in Dallas.

Dr. Arthur Sagalowsky, professor of urology at UT Southwestern, will lead a panel of bladder-cancer specialists in providing an overview of the disease and a question and answer session. In addition, there will be an interactive lunch to enable participants to share their experiences. Joining Dr. Sagalowsky on the expert panel will be Dr. Seth Lerner from Baylor College of Medicine in Houston and UT Southwestern assistant professors Drs. Yair Lotan and Ganesh Raj, both of urology, and Dr. Yull Arriaga, of internal medicine.

Topics will include bladder-cancer detection and diagnosis, surgical management of invasive bladder cancer, systemic chemotherapy, intravesical therapy, and current initiatives in bladder cancer research. The forum will be held in the T. Boone Pickens Biomedical Building on the UT Southwestern campus from 9:30 a.m. until 2 p.m. It is free, but registration is required, as space is limited.

"For all bladder cancer patients and their families in the Dallas area, this event should not be missed," said Dr. Sagalowsky. "We hope that this event will provide a comfortable environment for everyone to discuss important issues associated with the disease."

Lunch will be provided. Pre-registration is required and can be completed online at <http://www.bcan.org/stay-informed/upcoming-events/patient-forum-registration/> or by calling 1-888-901-BCAN (888-901-2226).

For more information, please visit <http://www.bcan.org/wp-content/uploads/2008/02/bcan-dallas-2008-forum.pdf>.

About the Bladder Cancer Advocacy Network

The Bladder Cancer Advocacy Network (BCAN) is the first and only national advocacy organization dedicated to improving public awareness of bladder cancer, and increasing research directed towards the diagnosis, treatment and cure of the disease. Founded in May 2005, BCAN is a cooperative effort among bladder cancer survivors, their families and caregivers, and the medical community. BCAN was founded by husband and wife Diane Zipursky Quale and John Quale. To learn more about BCAN or to get involved, please contact us at (888) 901-BCAN or log on to: www.bcan.org.