



FOR IMMEDIATE RELEASE

BLADDER CANCER ADVOCACY NETWORK (BCAN) SPONSORS LOS ANGELES FORUM TO EDUCATE PATIENTS AND FAMILIES ABOUT BLADDER CANCER

Fifth Most Frequently Diagnosed Cancer in U.S. Affects Approximately 70,000 Americans Each Year

Los Angeles, CA, March 3, 2011 — Bladder cancer is the fifth most commonly diagnosed cancer, and there are more than 600,000 survivors in the United States, yet most people know nothing about it. To help enhance the public's understanding of the risks and signs of bladder cancer and the importance of early detection and treatment options, the [Bladder Cancer Advocacy Network \(BCAN\)](#) will hold a regional Bladder Cancer Patient Forum "[Understanding Bladder Cancer](#)" on Saturday, March 12, 2011 at the Luxe Hotel in Los Angeles. The forum will unite, support, and inspire bladder cancer patients, their loved ones, and caregivers.

"Many people don't realize how prevalent bladder cancer is, and are unaware of the signs and symptoms of the disease. As a result, patients that suffer from bladder cancer often feel isolated," said Diane Zipursky Quale, president and co-founder of BCAN. "Our goal of hosting the forum is to give people affected by bladder cancer a better understanding of this life-changing disease and the resources available to help them."

Panel of Bladder Cancer Specialists and Topics

Two BCAN Scientific Advisory Board members, [Dr. Eila Skinner](#) from the USC Norris Comprehensive Cancer Center and [Dr. Steven Wong](#) from the UCLA Jonsson Comprehensive Cancer, will lead a panel of bladder cancer specialists to provide a complete overview of the disease, treatment, and recent advances. Below is a brief overview of the forum's panel members and the topics that will be discussed.

- Dr. Anne Schuckman, MD, USC: *Bladder Cancer Basics, Detection and Diagnosis*
- Dr. David Josephson, MD, City of Hope: *Treatment and Surveillance of Non-Muscle Invasive Bladder Cancer*
- Dr. Arnold Chin, MD, PhD, UCLA: *From Genes to Personalized Medicine: Innovations in Bladder Cancer Research*
- Dr. Sia Daneshmand, MD, USC: *Surgery and Urinary Reconstruction for Muscle-Invasive Bladder Cancer*
- Dr. Steven Wong, MD, UCLA: *Chemotherapy for Muscle-Invasive Bladder Cancer*
- Dr. Christopher King, MD, PhD, UCLA: *Bladder Sparing Treatment for Muscle-Invasive Bladder Cancer*

About Bladder Cancer

Approximately 70,000 new cases of cancer are diagnosed annually in the United States, and more than 14,000 Americans die from the disease each year. Smokers are at high risk of bladder cancer. The chance of getting bladder cancer increases as people age. Men are two to three times more likely than women to be diagnosed with bladder cancer, yet women are more likely to be diagnosed at a later stage. The most frequent symptom of the disease is blood in the urine – a signal that one should see a doctor immediately.¹

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.

To attend this patient forum, or for more information about bladder cancer, please visit www.bcan.org or call 888-901-BCAN. **Preregistration is required because space is limited and lunch is provided.** Registration is \$15 per person.

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More information about bladder cancer is available at <http://www.bcan.org/about/press/facts/>

B-roll and PSAs are available for download at <http://www.bcan.org/about/press/>

Interviews with local bladder cancer survivors, BCAN's co-founder Diane Zipursky Quale, and/or bladder cancer experts are available on request.

1. National Cancer Institute. General Information about Bladder Cancer.
<http://www.cancer.gov/cancertopics/pdq/treatment/bladder/Patient>.