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Bladder Cancer Awareness Day set for Saturday, May 7

Bethesda, Maryland – The Bladder Cancer Advocacy Network (BCAN), the first national advocacy organization dedicated to advancing bladder cancer research and education, announced today that bladder cancer survivors, caregivers, loved ones and friends across the country are Walking for Bladder Cancer this Saturday, May 7, in celebration of Bladder Cancer Awareness Day.

CBS anchor and bladder cancer survivor Bob Schieffer will serve as the honorary chair for the walks. Schieffer was diagnosed with bladder cancer several years ago after he noticed blood in his urine. Since his diagnosis, Schieffer's openness about his disease has encouraged countless others to visit a doctor if they see symptoms. Schieffer and supporters nationwide will take part in more than forty Walks for Bladder Cancer in 24 states to raise awareness and funds for bladder cancer.

Bladder cancer is a significant health concern. There are more than 70,000 new cases and 14,000 deaths in the United States each year. Bladder cancer has a high recurrence rate and because it requires life-long surveillance, it is one of the most expensive cancers to treat per patient. Despite being the fifth most commonly diagnosed cancer, bladder cancer was 23rd in allocation of federal research dollars in 2009.

In recognition of the need for additional funding sources and in honor of Bladder Cancer Awareness Day, BCAN announced today that Dr. Gil Redelman-Sidi, a research fellow at the Memorial Sloan-Kettering Cancer Center, is the winner of **the 2011 Raymond and Maria Floyd Award for Bladder Cancer Research**. The award will support Dr. Redelman-Sidi's research to identify genetic changes that could predict whether bladder cancer patients will respond to instillation of BCG, a common treatment to reduce the risk of recurrences. This information could eventually be used to increase patient responsiveness to BCG treatment.

BCAN is also pleased to announce the launch of the **Hope After Recurrence™** campaign in conjunction with Bladder Cancer Awareness Day. The goal of the campaign is to support survivors who are facing non-muscle invasive bladder cancer recurrence by providing information on the condition, offering tools and resources, and helping them feel connected to others who are experiencing a return of their bladder cancer. This comprehensive online resource is available at www.HopeAfterRecurrence.com.

For more information about BCAN, please visit the web site at www.bcan.org or call 888-901-BCAN.