



For Immediate Release:

Thursday, May 5, 2011

Contact:

Larry Rzepka (301) 215-9099

lrzepka@bcan.org

Bob Scheiffer Walks to Raise Bladder Cancer Awareness in Washington, DC – Saturday, May 7

*CBS anchor and cancer survivor will serve as honorary chair for
National Capital Area Walk for Bladder Cancer*

Bethesda, Maryland – The Bladder Cancer Advocacy Network (BCAN), the first national advocacy organization dedicated to advancing bladder cancer research and education, announced today that CBS newsman and bladder cancer survivor Bob Schieffer will serve as the honorary chair for National Capital Area Walk for Bladder Cancer this Saturday, May 7, in celebration of Bladder Cancer Awareness Day.

Schieffer was diagnosed with bladder cancer several years ago after he noticed blood in his urine. Since then, he has repeatedly spoken out about his diagnosis and treatment. His openness about his disease has helped bladder cancer survivors recognize that they are not alone and encouraged others to visit a doctor if they see symptoms. Schieffer is the Chief Washington Correspondent for CBS News and has anchored Face the Nation since 1991.

On Bladder Cancer Awareness Day, Schieffer and other supporters will meet in Dupont Circle and walk to the National Cathedral, raising awareness and funds for bladder cancer. At the same time, bladder cancer survivors, caregivers, loved ones and friends across the country will celebrate Bladder Cancer Awareness Day by participating in more than forty Walks for Bladder Cancer in 24 states.

Bladder cancer is a significant health concern. It is the fifth most commonly diagnosed cancer in the United States, and there are more than 70,000 new cases and 14,000 deaths each year. Bladder cancer has a high recurrence rate and because it requires life-long surveillance, it is the most expensive cancer to treat on a per patient basis. It is estimated that \$2.9 billion is spent in the United States each year on the treatment of bladder cancer. Despite being the fifth most commonly diagnosed cancer, bladder cancer was 23rd in federal research dollars allocated in 2009.

BCAN was created in May 2005 as the first national non-profit patient-based advocacy organization for bladder cancer. BCAN's mission is to increase public awareness about bladder cancer, advance bladder cancer research, and provide educational and support services for the bladder cancer community. For more information on BCAN, please visit the web site at www.bcan.org or call 888-901-BCAN.