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One Million Steps Closer to a Cure

***Chicago Native Jeffrey Breslow Will Hike 272 Miles in Honor of his
Brother and Best Friend, Both Bladder Cancer Survivors***

Bethesda, Maryland – Chicago native Jeffrey Breslow is hiking a million steps and raising \$50,000 in support of the Bladder Cancer Advocacy Network (BCAN), the first national advocacy organization dedicated to advancing bladder cancer research and public awareness.

Starting August 2nd, Jeff will hike the 272 mile Long Trail in Vermont, starting at the border of Massachusetts and ending at the border of Canada. He is making this long trek in honor of his brother Gene and his dear friend David, both of whom have suffered from bladder cancer. The entire trek will take nearly the entire month of August, camping out most nights along the way. It will require approximately a million steps to finish.

So far, Jeff has raised more than \$48,000 toward his goal of \$50,000. The money he raises will go toward BCAN's efforts to raise awareness and find a cure for bladder cancer. His generous spirit runs in his family. His brother, Gene, has put in countless hours as a BCAN volunteer chair for the past three years.

Bladder cancer is the fifth most commonly diagnosed cancer in US, but most people know nothing about it. This lack of public awareness of bladder cancer leaves many bladder cancer survivors feeling isolated and alone. "On behalf of bladder cancer survivors across the country, BCAN thanks Jeff and Gene for everything they have done to increase awareness and raise money for bladder cancer research and education," said BCAN Executive Director Lawrence Rzepka. "We wish Jeff the best of luck with his walk, and look forward to following him every step of the way." Throughout his trek, Jeff will be posting regular updates on his blog and on the BCAN website.

The Long Trail is the oldest hiking trail in the US, and was blazed around 1910. It winds through pristine forests and across ridges of the glorious Green Mountain Range after which Vermont is named. For the first 100 miles it coincides with the Appalachian Trail, which Jeff hopes to tackle in the future.

The Bladder Cancer Advocacy Network was created in May 2005 as the first national non-profit 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 about BCAN, please visit our web site at www.bcan.org.