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Bladder Cancer Advocacy Network Sponsors Rocky Mountain Forum to Educate Patients and Families About Bladder Cancer

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

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Bladder cancer is the fifth most commonly diagnosed cancer 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, September 24, 2011, in Denver. The forum is expected to educate, support, and inspire bladder cancer patients, their loved ones, and caregivers from across the Rocky Mountain region.

Dr. Dan Theodorescu, director of the University of Colorado Comprehensive Cancer Center, will lead a panel of bladder cancer specialists to provide a complete overview of the disease, treatment, and recent advances. The panel will include doctors and researchers from the University of Colorado, The Urology Center of Colorado, and St. Mary's Regional Cancer Center.

"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."

Approximately 70,000 new cases of bladder cancer are diagnosed annually in the United States, and more than 14,000 Americans die from the disease each year. Smokers are at higher risk, and the chance of getting bladder cancer increases as people age. Because bladder cancer has a high recurrence rate, patients require lifelong surveillance, making it one of the most expensive cancers. The most frequent symptom of the disease is blood in the urine – a sign that one should see one's doctor immediately.

The Bladder Cancer Advocacy Network 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 register to attend this patient forum, or for more information about bladder cancer, please visit <http://www.bcan.org> or call 888-901-BCAN. Preregistration is required because space is limited and lunch is provided. Registration is \$15 per person.