



*****Press Release*****

Wednesday, May 16, 2018

THE BLADDER CANCER ADVOCACY NETWORK THANKS THE US SENATE FOR DESIGNATING MAY AS “NATIONAL BLADDER CANCER AWARENESS MONTH”

During May, The Bladder Cancer Advocacy Network is increasing awareness through walks, community activities and media attention around one of the most silent illnesses – bladder cancer

BCAN CONTACT: STEPHANIE CHISOLM, PHD | DIRECTOR OF EDUCATION & RESEARCH
301-215-9099 X 203 | SCHISOLM@BCAN.ORG

Bethesda, Maryland – The Bladder Cancer Advocacy Network (BCAN) would like to thank Senators Bob Menendez (D-NJ) and Johnny Isakson (R-GA), as well as every member of the US Senate, for their unanimous support for a resolution officially declaring May 2018 as “Bladder Cancer Awareness Month.” With the passage of S.RES. 510, introduced by Senators Menendez and Isakson, the US Senate reaffirms the bipartisan commitment of the federal government to find a cure for bladder cancer, while helping our community raise public awareness about the symptoms and treatments for this terrible disease.

“On behalf of the Bladder Cancer Advocacy Network (BCAN), and the millions of Americans who have been affected by this terrible disease, I would like to thank Senators Menendez and Isakson for passing a resolution in the US Senate declaring May as Bladder Cancer Awareness Month” said Andrea Maddox-Smith, Chief Executive Officer, BCAN. “This bipartisan Congressional action will help increase public awareness for bladder cancer as we continue to research better treatments and a cure. We thank the Senators for their commitment and we will work closely with them, and all the Members of the US Congress, to achieve this goal.”

On May 1, 2018, BCAN kicked-off Bladder Cancer Awareness Month, and our “Shine the Light” awareness campaign, when Boston’s Prudential Tower was illuminated orange. Since then many iconic American landmarks such as Niagara Falls and the PA State Capitol have been illuminated. Bladder cancer is the sixth most common cancer in America and affects men and women of all ages, colors, and backgrounds. This year BCAN is calling for a bold orange light to be shone on this cancer across the country to raise awareness, support loved-ones, share their courageous stories and to move Americans advocate for additional funding for bladder cancer research.

Signs and symptoms of bladder cancer can also be linked to other illnesses. Therefore, it is important for individuals to seek care from a healthcare provider, if any of the signs or symptoms are present. Some symptoms could include:

- Blood in the urine (usually painless)
- Painful urination (with or without blood)
- Frequent Urinary Tract Infections
- Frequent urination
- Having to urinate, but without results
- Lower back pain

Various initiatives will take place during the month of May 2018, including:

- **Walks to End Bladder Cancer:** BCAN will be hosting walks in 27 cities throughout the country this spring. For a full listing of cities, dates, times, walk locations and to register, visit www.bcanwalk.org.
- **“Shine a Light on Bladder Cancer” Campaign:** BCAN is launching a campaign to have structures in cities around the country illuminate in orange to raise awareness about the symptoms, signs and risk factors of bladder cancer. Some locations include: Niagara Falls, the Philadelphia PECO building, Wells Fargo’s Duke Energy Center in Charlotte, the Peace Bridge in Buffalo, and the capitol building in Harrisburg, PA.
- **My Bladder Cancer Story Campaign:** BCAN wants to hear the stories of bladder cancer survivors, patients and caregivers to unify and strengthen the bladder cancer community. To increase awareness, BCAN is seeking human interest stories. Stories should be submitted to www.bcan.org/bladder-cancer-story/.
- **Media Attention:** BCAN aims to increase bladder cancer awareness with ads and articles in print, broadcast and digital media outlets that will disseminate information about bladder cancer signs and risk factors to the public.
- **Federal Legislation:** BCAN is working with the US Senate to pass a resolution officially declaring May as “Bladder Cancer Awareness Month.”

For more information on all engagements throughout the month of May or to learn more about bladder cancer, including accessing resources to help you and your loved-ones manage bladder cancer, or to make a donation of any size, please visit <https://www.bcan.org>.

About the Bladder Cancer Advocacy Network

Since 2005, BCAN has been the leading voice for bladder cancer in the US, providing resources to those diagnosed with the disease as well as their families, caregivers and the medical community. The organization is setting the agenda for bladder cancer by promoting and funding collaborative, cutting-edge research programs, and providing critical patient support and education services. For more information, visit www.bcan.org or call 1-888-901-BCAN (2226).

###