

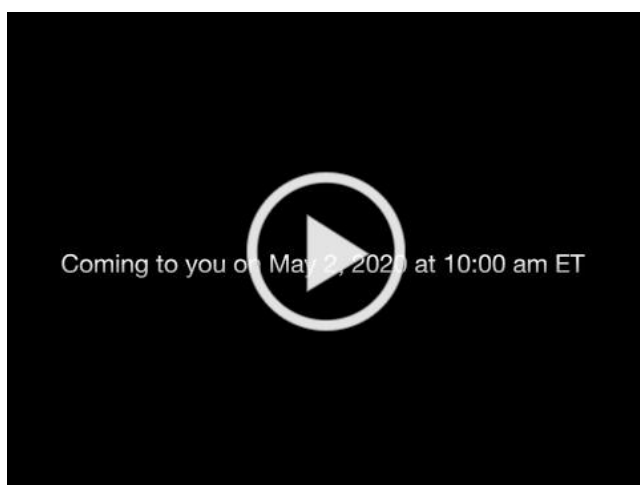
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Bladder Cancer Advocacy Network Newsletter

May 2020

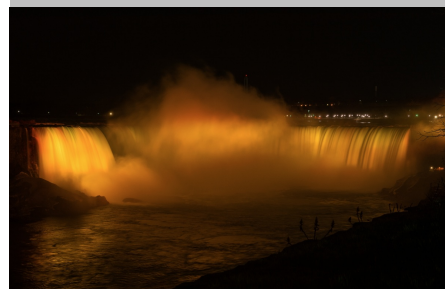
The Virtual Walk to End Bladder Cancer is May 2, 2020



Watch our "movie trailer" about the Virtual Walk above

The Bladder Cancer Advocacy Network (BCAN's) Virtual Walk to End Bladder Cancer will take place on **May 2, 2020 at 10:00 and 11:00 am ET**. Hundreds of people from more than 40 states in the U.S. will be participating with us and we will be broadcasting live on social media with updates from all over the country.

Bladder Cancer Awareness Month Orange Illuminations

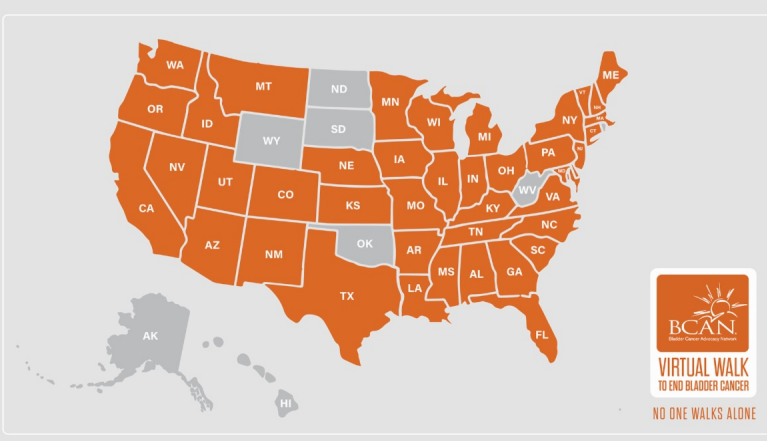


This year, Niagara Falls will be lit in orange on May 1

Raising awareness of bladder cancer is important - and can be colorful. The longstanding color to raise awareness of this disease is BCAN orange. Throughout May, locations in the United States and Canada will light buildings and other landmarks in orange.

Below is a partial list of this year's illuminations. If you are nearby, have a look, and you'll know why they are lit in orange.

- Niagara Falls, NY – May 1 at 10:00 pm
- Omaha, Nebraska - Woodmen Life Tower, May 1 at 8:15 pm
- Houston, TX skyline –



Our supporters in more than 40 states have helped us color the map BCAN Orange.

Time:

First Broadcast - 10:00AM ET
Second Broadcast - 11:00AM ET

Tuning in to the Virtual Walk is easy. Simply click on one of the links below at the appointed time.

- [Watch on Facebook](#)
- [Watch on YouTube](#)
- [Watch on Twitter](#)

You do not need to have a Facebook, Twitter or YouTube account to watch.

Our exciting program will include video from virtual walkers all over the United States and also:

- Welcome from BCAN's Founder and BCAN's CEO
- Music from a member of the Inspire community
- Mission Moments – patient support, education, awareness and research
- Messages from the bladder cancer community around the country
- Photos and videos from participants
- Sponsor segments recognition
- Walk warm-up

We look forward to "seeing" you there!

Sign up for the Virtual Walk

May is Bladder Cancer Awareness Month

May 2 (all illuminations appear at dusk and includes the highway bridges)

- Calgary Tower, Canada - May 3
- City Hall Clock Tower, Yonkers, NY - the building will be lit orange for the *entire month of May*
- Naperville, IL - Millennium Carillon, May 13th through the 20th

Thank You to Our Virtual Walk Sponsors

We are excited for our Virtual Walk to End Bladder Cancer and we would like to thank our sponsors who helped make it possible.

Presenting Sponsors:

- Astellas/Seattle Genetics

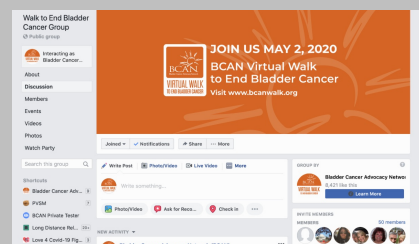
Leadership Sponsors:

- AstraZeneca
- FerGene
- Genentech
- Janssen Oncology

Patron Sponsors:

- Bristol Myers Squibb
- EMD Serono/Pfizer
- Photocure

Join our Virtual Walk to End Bladder Cancer Facebook Group



If you are walking on May 2 or at any other time in May, Bladder Cancer Awareness Month, [please join our Facebook group](#), upload

BLADDER CANCER AWARENESS MONTH MAY 2020

#BladderCancerAware

www.BCAN.org

May 1 marks the start of Bladder Cancer Awareness Month when we as a community come together to raise awareness of one of the most common cancers, yet one of the least known and understood.

Bladder Cancer Awareness Month is a wonderful opportunity for us to champion our heroes: the patients, caregivers, survivors, volunteers and medical and research professionals who fight to end this disease. May is also an opportune time for us to raise awareness of bladder cancer, its signs, symptoms and risk factors. Raising awareness helps save lives.

Raising awareness might be learning about bladder cancer, sharing information with a loved one or friend or simply knowing that the #1 sign of bladder cancer - blood in the urine - means that you should see a doctor as soon as you can.

BCAN Responds to Patient Concerns About COVID-19 with Expert Videos

As a patient-focused organization, we have heard the concerns of the bladder cancer community about how the COVID-19 pandemic might impact their treatments.

BCAN quickly assembled a series of experts to [answer pressing patient questions and address concerns](#) in the community. To help you know how COVID-19 is impacting bladder cancer treatment in your region, we created videos that brought the experts to you. And to help you stay grounded during this pandemic, BCAN ran a Facebook Live program with patient advocate John Lanci, PhD.

Feel free to click on any of the prerecorded videos below to watch the experts talk about bladder cancer and COVID-19.

- [Bladder Cancer, BCG, and Covid-19](#), April 24, 2020
- [Coping with Bladder Cancer in a Time of Crisis](#), April 20, 2020
- [Southwest Region COVID-19 Webinar](#), April 15, 2020
- [Midwest Region COVID-19 Webinar](#), April 15, 2020
- [West Coast Region COVID-19 Webinar](#), April 13, 2020
- [Northeast Region COVID-19 Webinar](#), April 8, 2020
- [Southeast Region COVID-19 Webinar](#), April 9, 2020

your Walk photos and chat with others in the group.



In addition to all of the other online programming we've done, we also have some great webinars coming up in May and June.

Understanding Cystoscopy and TURBT: What You Need To Know

May 20th | 6:30 PM- 7:30 PM ET

[Register here](#)

Engaging in Grant Review as a Patient – Featuring

Donna Kimbark, Ralph Ullman, and Bill Russell
June 23rd at 6:00 PM ET

[Register here](#)

Bladder Cancer Advocacy Network | www.BCAN.org | Bethesda, MD 20814

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