



The Beacon

E-NEWSLETTER OF THE BLADDER CANCER ADVOCACY NETWORK • BCAN.ORG

May 1, 2025

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Bladder Cancer Awareness Month is Here!



**May is
Bladder Cancer
Awareness
Month.**

Each May, during [Bladder Cancer Awareness Month](#) (BCAM), we unite to bring greater visibility to a disease that impacts hundreds of thousands of lives yet often gets overlooked. BCAM is a time to honor those impacted by bladder cancer by raising our voices, sharing vital information about warning signs and risk factors, and encouraging early detection, which can make all the difference.

This year, we're making it even easier for you to spread the word. Our free BCAM Toolkit is packed with ready-to-use resources — including an educational infographic, downloadable social media images, and sample posts to help you spark conversations in your networks. Every share, every post, and every conversation moves us closer to greater understanding, earlier diagnoses, and stronger support for patients and families.

Join us this May. Help shine a powerful light on bladder cancer.

[Learn more about BCAM activities](#)



**Who is your
BEACON OF HOPE?**

Vote for Your Beacon of Hope

This year, we received more than 80 nominations for the [2025 Beacon of Hope award](#) and we now have three finalists!

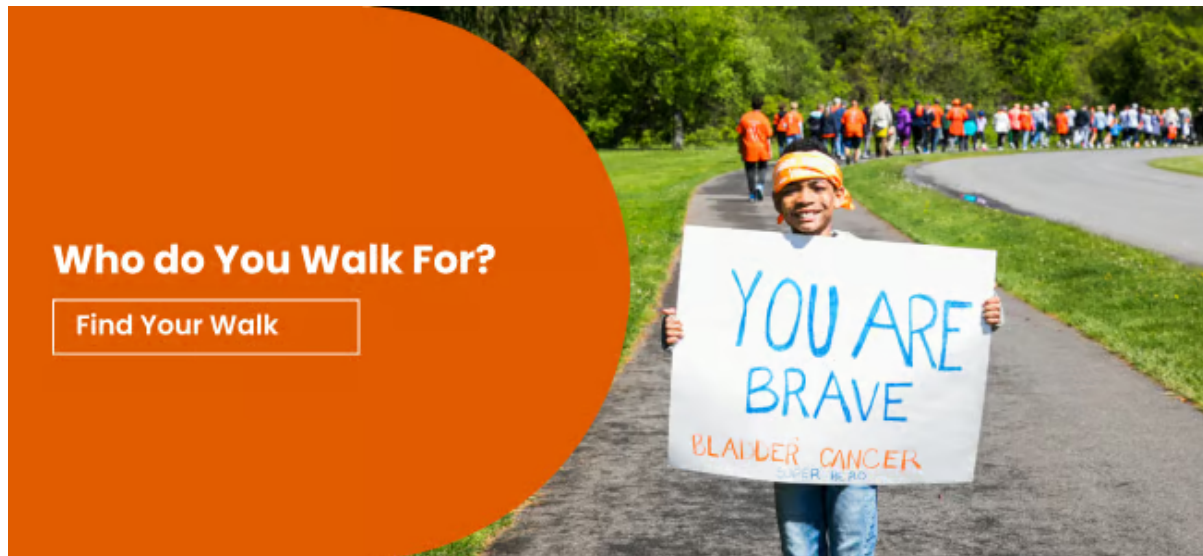
Those finalists are **Doug Cappiello**, **Maryellen Towey** and **Sandy Weicher**.

The rest is up to you! Simply [visit this page and vote for the person](#) who you feel is most deserving of the 2025 Beacon of Hope award. Voting begins on May 1st and will last until May 20th. The winner will be announced during BCAN's Ask the Experts live broadcast on May 28th at 7:00 pm ET.

Be sure to read about the nominees, share with your friends and family and vote! You can vote once per day.

[Vote for the 2025 Beacon of Hope](#)

Walk Season is in Full Swing - Join Us!



This year, as BCAN celebrates 20 years of impact, we invite you to be part of something truly special. The [2025 Walks to End Bladder Cancer](#) are more than events—they're **powerful gatherings of support, remembrance, and hope**. Join us in one of 19 cities—or walk virtually from wherever you are—to celebrate two decades of progress and fuel the future of change.

When you walk, you're not just raising funds—you're standing shoulder to shoulder with patients, families, and survivors. You're honoring every story, every struggle, and

every victory. **Together, we can build on 20 years of momentum** and push for even greater awareness, research, and support. Be part of this milestone moment. Register today and walk for a future filled with even more hope.

Find a Walk near you!

- [Albany](#) (May 3rd)
- [Austin](#) (May 17th)
- [Baltimore](#) (May 17th)
- [Boston](#) (May 17th)
- [Chicago](#) (May 17th)
- [Cleveland](#) (May 3rd)
- [Columbus](#) (May 10th)
- [Denver](#) (May 10th)
- [Myrtle Beach](#) (May 3rd)
- [Nashville](#) (May 10th)
- [New York City](#) (May 10th)
- [Pittsburgh](#) (May 31st)
- [Portland, ME](#) (May 3rd)
- [Richmond](#) (May 17th)
- [St. Louis](#) (May 3rd)
- [San Diego](#) (May 3rd)
- [Seattle](#) (May 17th)
- [Washington, DC](#) (May 3rd)

[Do a Virtual Walk That Fits Your Schedule](#)

Join us at our Fall Summit for Patients and Families

Mark your calendars! **On October 17–18, 2025, we're bringing the bladder cancer community together in Columbus, Ohio**, for an unforgettable and FREE event. The Bladder Cancer Advocacy Network's (BCAN) [Summit for Bladder Cancer Patients and Families](#) is a powerful gathering of patients, survivors, caregivers, and medical experts—all coming together to share stories, build connections, and provide vital support.



This isn't just another conference—it's a place to find real understanding, real information, and real hope. Through engaging sessions on survivorship, managing life after treatment, and the latest in research breakthroughs, **you'll leave feeling informed, empowered, and uplifted**. Whether you're newly diagnosed or years into your journey, you'll find a community that truly gets it—and you'll walk away stronger than ever. [Join us in Columbus](#) and be part of something meaningful!

[Save your spot at the Summit](#)

Take 20 Minutes and Help Save Lives

This Bladder Cancer Awareness Month, we're inviting you to **Take 20 Minutes** to make a real difference. In just a small amount of time, you can help raise critical awareness about bladder cancer, its warning signs, and the importance of early detection. It's simple, it's powerful—and it starts with you.

Simply visit [BCAN's Bladder Cancer Awareness Month toolkit](#) and choose something that you like.

**TAKE
20
MINUTES**

We have **social media graphics** for you to share on Facebook, LinkedIn and Instagram and [an infographic](#) that you can post at your local library or share with friends and family.

Don't forget to tag BCAN in your social media post so we can share it with our social media communities! We're on:

- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)

Thank you for taking 20 minutes during May! Increased awareness saves lives.

Take 20 minutes to raise awareness

Ask the Bladder Cancer Experts on May 28th



Join us for a **free**, empowering session full of knowledge and insight at BCAN's upcoming "[Ask the Experts](#)" webinar on May 28, 2025 at 7:00 PM ET. Ask the Experts provides an opportunity to get information from experts in the field from the comfort of your own home.

This unique, interactive Zoom session is an **exclusive opportunity to hear from two** of the United States' foremost bladder cancer specialists. The first is [Laura Bukavina, MD, MPH](#), an assistant professor of Urologic Oncology at Cleveland Clinic Glickman Urologic Institute and a former recipient of a BCAN Young Investigator Award. Our second expert is [Matthew Milowsky, MD, FASCO, UNC](#), the Section Chief of the

Genitourinary Oncology Service and Co-Director of the Urologic Oncology Program. He is also a member of BCAN's Scientific Advisory Board.

Our experts will examine not only the current state of bladder cancer treatment and research but also reflecting on the past two decades of progress in observance of BCAN's 20th anniversary year.

The event is free to attend, but **registration is required**. Seats fill up fast so save your spot by registering below.

[Register now!](#)

BCAN Launches First-Ever Public Service Announcement Campaign

Beginning on May 1st, BCAN launched its **first-ever Public Service Announcement (PSA) campaign** to raise awareness of bladder cancer. Throughout all 31 days in May, we'll be running the PSAs to create millions of impressions and help educate the public about the signs and symptoms of bladder cancer.

Click the video below to see a sample of what we'll air:



We'll share the PSA through a variety of digital platforms, including websites, YouTube, streaming TV (like Roku and Amazon Fire TV), and on digital billboards. The ads are designed to help more people understand that blood in the urine is never normal.

We'll also place **ads on screens in urology office waiting rooms**, where people are

already thinking about their health.

Amazing Artwork from the Bladder Cancer Community



To further celebrate Bladder Cancer Awareness Month, we're [featuring works of art](#) provided to us from members of the BCAN and bladder cancer communities.

The submissions represent art in many forms. The unifying element is that each project was created by someone who found healing or support through their art after a bladder cancer diagnosis or treatment.

There are 30 incredible works of art and [we encourage you to view them](#) and read about why these amazing artists created them.

[Peruse the masterpieces](#)

FREE RESOURCES FOR OUR COMMUNITY



Bladder Cancer Fact Sheets

Peruse our collection of helpful, two-page fact sheets that help demystify common bladder cancer terms.

[Read more »](#)



Understand Types and Stages

Our helpful "Bladder Cancer Types, Stages and Grades" can help you better understand your diagnosis.

[Visit now »](#)



Watch Educational Videos

These videos provide expert explanations, patient and caregiver stories, and animations to help simplify understanding bladder cancer, its diagnosis, and treatment.

[Learn more »](#)

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