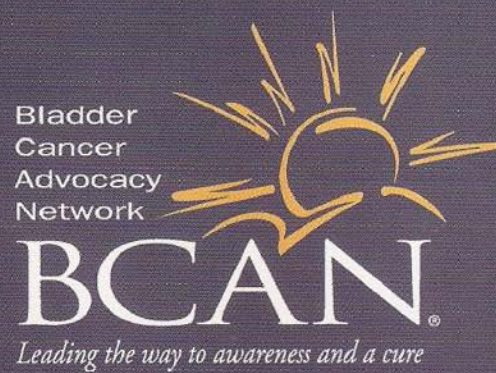
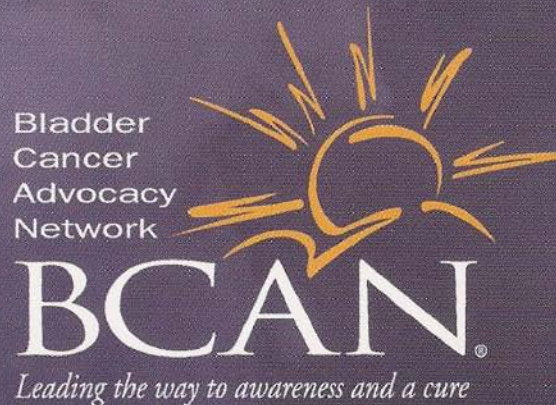


BCAN is the first national advocacy organization dedicated to improving public awareness of bladder cancer, and increasing research directed towards the diagnosis, treatment and cure of the disease. We call bladder cancer "the elephant in the room" — it's big, it's real, but until now, no one has been talking about it.

BCAN is a cooperative effort among bladder cancer survivors, their families and caregivers, and the medical community. More than 40 prominent academic urologists, oncologists and radiologists, representing many of the major cancer centers in the U.S. and Canada, serve on BCAN's Scientific Advisory Board.



Get Involved!

Tell those you know who are bladder cancer survivors about us. Send them to our website for information and valuable resources.

Visit us online at www.bcan.org and register your e-mail address to receive our regular newsletter, *BCAN Outlook*. It will provide you with updates on our activities, advances in the treatment and cure of bladder cancer, and other helpful information.

We are a patient-based 501(c)(3) organization. BCAN needs your financial help and volunteer support. Consider making a contribution to our organization so together we can continue on our mission of promoting greater awareness of and ultimately finding a cure for bladder cancer. If you would like to volunteer, contact us at the address below or e-mail us at info@bcan.org.

Tax-deductible donations may be made online at www.bcan.org or by check to:

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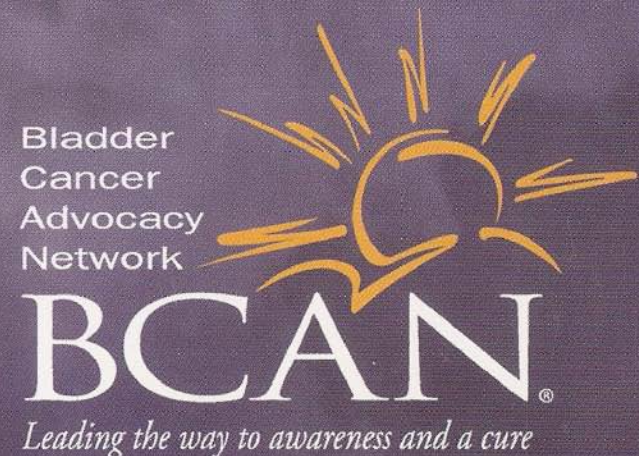
It's time to start talking about

Bladder Cancer

"the elephant in the room"

Those who are at risk for bladder cancer need to know the signs of the disease...

Those who are diagnosed with bladder cancer need to know they are not alone.



www.bcan.org

What you need to know about bladder cancer

What is bladder cancer?

Bladder cancer is the nation's fifth most common form of cancer with more than 70,000 new cases and 14,000 deaths each year. Even though it is very common, it is one form of cancer that most people know very little about. Bladder cancer begins when cells in the lining of the bladder start to grow out of control.

It may occur anywhere in the urinary tract, including the bladder, urethra, kidneys and ureters. Bladder cancer has the highest rate of recurrence of any form of cancer, including skin cancer, with a nearly 80-percent recurrence rate.

What are its symptoms?

One of the reasons that bladder cancer is so misunderstood is because its symptoms are often misinterpreted. The symptoms of bladder cancer include blood in the urine, and urgency and/or frequency of urination. These are also common symptoms of a urinary tract infection. If you have these symptoms, go see your doctor. If these symptoms do not disappear after treatment with antibiotics, insist upon further evaluation to determine whether bladder cancer is present.

Who is at risk for bladder cancer?

- The exact causes remain unknown, but smoking has been found to be the greatest risk factor for bladder cancer with smokers getting bladder cancer twice as often as people who don't smoke.
- Other risk factors include exposure to carcinogens in the environment.
- Workers in the rubber, chemical and leather industries are at risk, as are hairdressers, machinists, metal workers, painters, textile workers and firefighters.

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What should I do if I or a loved one has bladder cancer?

- Seek medical help: The most important thing you can do if you suspect you may have bladder cancer is to see a physician, preferably a urologist, as soon as possible.
- Most bladder cancers can be treated effectively with early detection.
- If you are found to have bladder cancer—do not lose hope! Today, there are approximately one-half million bladder cancer survivors in the U.S. alone.

What is the status of bladder cancer research?

- Many dedicated researchers around the world are working hard to improve the diagnosis and treatment of bladder cancer, and ultimately to find a cure.
- Bladder cancer research has been historically underfunded.
- More research dollars need to be allocated to study bladder cancer.