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OVARIAN CANCER ORGANIZATIONS LAUNCH THEIR BEAT OVARIAN CANCER AWARENESS CAMPAIGN
The United States joins the United Kingdom, Canada, New Zealand and Australia in an international initiative

Washington D.C. – *September 1, 2010.* Today, ovarian cancer organizations across the United States launch their BEAT ovarian cancer awareness campaign. The Ovarian Cancer National Alliance (OCNA), the National Ovarian Cancer Coalition (NOCC), the Gynecologic Cancer Foundation (GCF) and the Ovarian Cancer Research Fund (OCRF) have teamed up to educate women about listening to their bodies and recognizing the symptoms of the disease.

Started in the United Kingdom as an international initiative, BEAT is based on an easy-to-remember checklist for women and their doctors:

- B – is for Bloating that is persistent
- E – is for Eating less and feeling fuller
- A – is for Abdominal pain
- T – is for Trouble with your bladder

The campaign has continued to grow across the English-speaking world. Other international charities include Ovacom, Ovarian Cancer National Alliance of Canada, Silver Ribbon Foundation of New Zealand and Ovarian Cancer Australia.

OCNA, NOCC, GCF and OCRF are looking forward to working together with our international colleagues to share expertise, educate women and help those affected by ovarian cancer. We hope that by promoting these warning signs in a memorable and easy way, women will be more easily able to discuss ovarian cancer with their doctors, and those with the disease can feel reassured that they were diagnosed as quickly as possible.

We encourage all communities to get involved. A downloadable BEAT campaign flyer and additional educational materials can be found at the following web sites: www.ovariancancer.org, www.ovarian.org, www.thegcf.org and www.ocrf.org.

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The Ovarian Cancer National Alliance is the foremost advocate for women with ovarian cancer in the United States. To advance the interests of women with ovarian cancer, the organization advocates at a national level for increases in research funding for the development of an early detection test, improved health care practices, and life-saving treatment protocols. The Ovarian Cancer National Alliance educates health care professionals and raises public awareness of the signs and symptoms of ovarian cancer. The Ovarian Cancer National Alliance is a 501 (c) (3) organization established in 1997. For more information visit, www.ovariancancer.org.

The National Ovarian Cancer Coalition is a 501 (c)(3) charitable organization that provides public education and awareness about ovarian cancer through a toll-free Help Line, local NOCC Chapters, a comprehensive website, peer support, publications, and awareness/educational programs. NOCC's mission is to raise awareness and promote education about ovarian cancer. The Coalition is committed to improving the survival rate and quality of life for women with ovarian cancer. For more information or to contact one of the local NOCC Chapters, visit www.ovarian.org or call 1-888-OVARIAN.

The Gynecologic Cancer Foundation (GCF) was established by the Society of Gynecologic Oncologists (SGO) in 1991. GCF's mission, in concert with SGO, is to support research, education and public awareness of gynecologic cancer prevention, early

diagnosis and optimal treatment. GCF advances this mission by increasing public funding to aid in the development and implementation of programs to meet these goals.

The Ovarian Cancer Research Fund (OCRF) is the largest private non-profit organization in the United States dedicated exclusively to funding ovarian cancer research. Our mission is to find a method of early detection and ultimately a cure for ovarian cancer. Each year there will be approximately 22,000 new cases of ovarian cancer in the United States, and about 15,500 women will die of the disease. Currently there is no effective means of early detection. Since 1998, OCRF has given over \$33 million for ovarian cancer research. Thanks to the generosity of our donors, OCRF sponsored researchers are developing innovative strategies for early detection; exploring the genetics that increase risk for ovarian cancer; understanding the underlying molecular biology of the disease; identifying new and better targets for treatment; and deciphering how and why ovarian cancer spreads, and how to stop it. Visit us at www.ocrf.org.