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THOUSANDS WEAR TEAL ACROSS THE USA TO RAISE AWARENESS OF OVARIAN CANCER
Ovarian Cancer National Alliance launches the "United States of Teal"

Washington D.C. – *September 1, 2010*. September marks the nationwide observance of National Ovarian Cancer Awareness Month, as designated by the President of the United States. The first Friday in September -- September 3, 2010 -- is *National Teal Day* and the Ovarian Cancer National Alliance will lead the efforts of thousands of Americans wearing teal to increase awareness about the deadly disease. Teal is the ovarian cancer community's color and serves as a reminder that ovarian cancer is the deadliest of all the cancers of the reproductive system and a leading cause of cancer death among women.

Kicking off Ovarian Cancer Awareness Month, the Ovarian Cancer National Alliance has introduced its latest effort at generating awareness about ovarian cancer. To visually illuminate a disease that kills nearly 15,000 women a year, each State of the Union that demonstrates its commitment to advocating on behalf of the women it represents will be highlighted in teal on the Ovarian Cancer National Alliance's website until the entire map of the United States is filled with teal resolve.

"September is our opportunity to significantly increase awareness. We must use every means available to us to get the message out about the risk factors, symptoms and options for women, and this new endeavor helps highlight this issue -- state by state," explains Karen Orloff Kaplan, CEO of the organization. "Any attempt to spread the word, whether it's by posting a blog entry, handing out symptom cards or writing to our local papers and our congressmen, gets us that much closer to a solution."

In addition to wearing teal, corporations and organizations are jumping on board to help the cause. More than fifty Partner Member organizations of the Ovarian Cancer National Alliance are hosting events including health fairs, walks/runs and fundraisers. Costco, the grocery store chain, is educating their shoppers about ovarian cancer by running Public Service Announcements at all of their 400+ locations. Georgetown Cupcake of the TLC hit show, *DC Cupcakes*, has created a special cupcake featuring the Teal ribbon called "Teal Velvets" and are donating 100% of the proceeds to the Ovarian Cancer National Alliance. Lifetime Television is educating their viewers with a morning show featuring ovarian cancer survivor and Board President for the Ovarian Cancer National Alliance, Annette Leal Mattern.

"It's remarkable that what started out as a small group of survivors getting together for support and community, has turned into a national movement, bringing together leaders from the government, science, medicine and the general community -- all devoted to the power of teal and finding a test and a cure for this disease," says Mattern.

For a full listing of September activities, visit www.ovariancancer.org.

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.

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