AACR Supports World Cancer Day, Saturday, Feb. 4, 2012

AACR

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PHILADELPHIA — The American Association for Cancer Research supports World Cancer Day on Saturday, Feb. 4, and the efforts of the Union for International Cancer Control (UICC) to bring the looming world cancer crisis to the forefront by urging the public, government leaders and health policy makers to take proactive steps in the global fight against cancer.

The 2012 World Cancer Day initiative, in following the footsteps of this year's theme "Together it is Possible," is raising public awareness through education and encouragement of healthy lifestyle choices in an effort to reduce cancer risk.

"World Cancer Day is a reminder that we must take action and work together to decrease the global burden of cancer," said Margaret Foti, Ph.D., M.D. (h.c.), chief executive officer of the AACR. "The AACR has had a long-standing focus on cancer prevention research. We believe that known prevention strategies offer long-term potential for lowering cancer incidences and mortality and we urge everyone to take action."

Worldwide, cancer cases are projected to almost double to 21.4 million by 2030, with nearly two-thirds of all diagnoses occurring in low- and middle-income countries. In the United States alone, approximately 1.64 million people will be diagnosed with cancer and more than 577,000 will die of the disease in 2012. However, one in three cancer deaths are preventable through lifestyle changes such as these:

- Eat a healthy diet full of fruits and vegetables, limit your fat intake and if you consume alcohol, do so in moderation.
- Exercise regularly, at least 30 minutes a day, and maintain a healthy weight.
- Avoid tobacco use – this includes cigarettes, pipes, water pipes and chewing tobacco.
- Protect yourself from the sun by avoiding midday sun, wearing sunscreen, and avoiding tanning beds and sunlamps.
- Get vaccinated and protect yourself from certain viral infections like the Hepatitis B virus and the human papillomavirus (HPV).
- Be aware of your family history, learn the signs of cancer, perform self-exams and get proper routine cancer screenings by your doctor.

How else can you help? Take action, join the fight against cancer and sign the World Cancer Day declaration [2]. The declaration is an initiative to bring the global cancer burden to the attention of governments and health policy makers.

In an effort to rally the online community, a dedicated 2012 World Cancer Day application [3] on Facebook has been launched to allow users to make their personal pledge by donating their Facebook status. A companion campaign on Twitter will support #WorldCancerDay [4] as a trending topic. Express your commitment to cancer prevention publicly.

It is only by every person, organization and government entity doing their part that we will be able to reduce the global cancer burden. Learn more about World Cancer Day, and how you can get involved: http://www.worldcancerday.org/wcd-home [5].

Follow the AACR on Twitter: @aacr [6] #aacr [7]
Follow the AACR on Facebook: http://www.facebook.com/aacr.org [8]

About the AACR

Founded in 1907, the American Association for Cancer Research (AACR) is the world's first and largest professional organization dedicated to advancing cancer research and its mission to prevent and cure cancer. AACR's membership includes 34,000 laboratory, translational and clinical researchers; population scientists; other health care professionals; and cancer advocates residing in 97 countries. The AACR marshals the full spectrum of expertise of the cancer community to accelerate progress in the prevention, biology, diagnosis and treatment of cancer by convening more than 20 conferences and educational workshops, the largest of which is the AACR Annual Meeting with more than 18,000 attendees. In addition, the AACR publishes seven peer-reviewed scientific journals and a magazine for cancer survivors, patients and their caregivers. The AACR funds meritorious research directly as well as in cooperation with numerous cancer organizations. As the Scientific Partner of Stand Up To Cancer, the AACR provides expert peer review and scientific oversight of individual and team science grants in cancer research that have the potential for patient benefit. The AACR actively communicates with legislators and policy makers about the value of cancer research and related biomedical science in saving lives from cancer.

For more information about the AACR, visit www.AACR.org [9].

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