

IT'S TIME TO FOCUS ON LUNG CANCER**PRESS RELEASE * PRESS RELEASE * PRESS RELEASE * PRESS RELEASE**

FOR IMMEDIATE RELEASE

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PHOTO/VIDEO OPPORTUNITY

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MARKETING &

COMMUNICATIONS

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The Wellness Community of Philadelphia Hosts
"It's Time to Focus on Lung Cancer"
 in Support of **LUNG CANCER AWARENESS WEEK**

Help set the record straight about lung cancer. Here are the facts:

- Approximately 169,500 new cases of lung cancer will be diagnosed in 2001, accounting for 13% of all new cancer diagnoses.
- Even though lung cancer is the number one cause of death for people with cancer in America, it is a treatable and survivable disease when detected early.
- The five-year survival rate for those whose lung cancer is found when it is localized is nearly 50%. Despite these realities, the cure rate for lung cancer has doubled over the last 30 years.
- Since 1987, more women have died from lung cancer than breast cancer.
- Although quitting smoking reduces the chance of developing lung cancer significantly, former smokers are still at greater risk compared to people who never smoked.

When: Sunday, November 4, 2001 from 12:30 p.m. - 4:00 p.m.***Where: Pennsylvania Convention Center
1101 Arch Street, Room 204C
Philadelphia, PA****What: The Wellness Community of Philadelphia** is holding a half-day educational seminar to address living well with the symptoms of lung cancer and its treatment. The event is being conducted in recognition of Lung Cancer Awareness Week 2001, November 12 - 17. This program is made possible through an unrestricted, educational grant from Bristol-Myers Squibb Oncology.Interview opportunities with patients, physicians, nurses, and representatives of **The Wellness Community of Philadelphia** are available.**Conference Facilitators: Les Gallo-Silver**, ACSW, is the Senior Social Worker of the Behavioral Health Team at the Hassenfeld Center at NYU Hospitals Center.**Kristen Kreamer**, CRNP, MSN, AOCN, is an oncology nurse practitioner in Ambulatory Care at the Fox Chase Cancer Center.**Karen Parles**, MLS, was diagnosed with lung cancer in 1998 at the age of 38. As a result of her own experiences, she created Lung Cancer Online (www.lungcanceronline.org), a comprehensive directory of lung cancer information and resources for patients and families**Schedule: 12:30 p.m. -- 1:30 p.m. Registration & Lunch**

1:30 p.m. -- 1:45 p.m. Welcome by Karen Parles

1:45 p.m. -- 2:45 p.m. Living Well with the Symptoms of Lung Cancer and its Treatment with Kristen Kreamer

2:45 p.m. -- 3:30 p.m. Breathing Health into your Life After Lung Cancer with Les Gallo-Silver

3:30 p.m. -- 4:00 p.m. Evaluations and Refreshments

*4:00 p.m. -- 6:00 p.m. The Group Room -- Live Remote Broadcast from the American College Chest Physicians Meeting -- "Lung Cancer Special" in Room 201B (located across the hall from **TWCP's** program)

Opening segment will feature **TWCP** Executive Director Patricia Wellenbach

Why:

The Wellness Community of Philadelphia hopes to help educate the public about lung cancer managing the disease and the side effects of its treatment. Although lung cancer is the number one cause of death for people with cancer in America, today there is more reason for hope than ever. New early detection methods are being developed and the use of new treatments has helped improve survival and quality of life.

The Wellness Community is a national non-profit organization dedicated to enhancing the health and well being of people with cancer and their loved ones by providing free professional program emotional support, education and hope. Through participation in professionally led support groups, educational workshops and mind/body classes utilizing the Patient Active concept, people affected by cancer learn vital skills that enable them to regain control, reduce isolation and restore hope regardless of the stage of the disease.