



Mouth Cancer  
**FOUNDATION**  
[www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org)

**MEDIA ALERT: ILKLEY TEAM SADDLE UP FOR STAFF CYCLE RIDE**

**FOR IMMEDIATE RELEASE**

**Interviewee:** Founder of the Mouth Cancer Foundation Dr Vinod Joshi  
Sales Director of Optident, John Maloney

**Photos:** Photos available upon request

*To set up an interview please call Media Ambitions on 0208 940 2222.*

Staff from Optident, based in Ilkley, West Yorkshire are dusting off their bikes and polishing bells as they prepare to take part in a 127 mile bike ride along the Leeds Liverpool canal.

The team of ten who all work at Optident will be cycling 127miles over 3 days and will be doing their cycle ride from 9<sup>th</sup>-11th May 2008. The team consists of Tim Butterfield, Managing Director, John Maloney, Sales Director, Chris Leetham, James Fowler, Richard Walker, Steven Hepton, Rob Bridgewater and Rebecca Fowler who all work in Sales and Marketing at Optident. The team will also be joined by dentists Philip Broughton, 41 and Alastair Macdonald, 44.

The team have already begun training for the event, some of them are experienced riders others just cycle occasionally so they are now all in intense training to ensure they can complete the challenge. Completing the cycle ride will be no easy task, the canal is the longest canal in Northern England, and it passes through 91 locks with a summit level of 487 feet.

The cyclists will be raising money for the Mouth Cancer Foundation. John Maloney, Sales Director at Optident says "We have recently started to sell a product called Velscope for oral cancer screening. Through our work and after gathering statistics about Mouth Cancer in the UK we were very surprised to find that the statistics have not changed considerably for nearly four decades.

The Mouth Cancer Foundation has worked very hard but there is still only growing awareness of this disease. Several people at work have also been directly affected by cancer so we really wanted to raise money for a good cause".

Every 5 hours someone will die from Mouth Cancer. Mouth cancers have a higher proportion of deaths per number of cases than breast cancer, cervical cancer or skin melanoma. In the UK, there has been a 19% increase in cases from 3,673 in 1995 to 4,405 in 2002 and 13,000 people in the UK are currently living in the shadow of this debilitating disease. The mortality rate from mouth cancer is just over 50% due to late detection.

According to the Founder of the Mouth Cancer Foundation Dr Vinod Joshi "25% of mouth cancer cases are not associated with any known risk factor, hence the need for vigilance. If you notice a lump in your mouth that wasn't there before or a mouth ulcer which lasts for more than 3 weeks, you should see a dentist or doctor immediately."

To donate money to the team go to [www.justgiving.com/optidentandfriends](http://www.justgiving.com/optidentandfriends)

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### **NOTES TO EDITORS**

The Mouth Cancer Foundation is a registered charity no. 1109298

Cancer can occur in any part of the mouth, tongue, lips, throat, salivary glands, pharynx, larynx, sinus, and other sites located in the head and neck area. In its very early stages, Mouth Cancer can be almost invisible making it easy to ignore.

Symptoms include:

1. A sore or ulcer in the mouth that does not heal within 3 weeks
2. A lump or overgrowth of tissue anywhere in the mouth
3. A white or red patch on the gums, tongue, or lining of the mouth
4. Difficulty in swallowing, chewing or moving the jaw or tongue
5. Numbness of the tongue or other area of the mouth
6. A feeling that something is caught in the throat
7. A chronic sore throat or hoarseness that persists more than 6 weeks
8. Swelling of the jaw that causes dentures to fit poorly or become uncomfortable
9. Neck swelling present for more than 3 weeks
10. Unexplained tooth mobility persisting for more than 3 weeks

More information about Mouth Cancer is available at the Mouth Cancer Foundation web site [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org) or by emailing [info@mouthcancerfoundation.org](mailto:info@mouthcancerfoundation.org)