



# Mouth Cancer Voice Awards

[www.mouthcancerveice.org](http://www.mouthcancerveice.org)

## MEDIA ALERT - STUDENT STAR SEARCH

**EMBARGO** Monday 1<sup>st</sup> October 2007

**Interviews Available:** Founder of the Mouth Cancer Foundation Dr Vinod Joshi  
TV Presenter Julia Bradbury  
Actress, Comedian and Author Helen Lederer

*To set up an interview please call Media Ambitions on 020 7482 3600.*

**Are you a Student? Can you Sing? Are you Funny? If so the Mouth Cancer Foundation needs you!**

If you are a student and think you've got what it takes to be the next Rolling stones, Robbie Williams, Kylie Minogue, Peter Kay or Catherine Tate then the UK's leading Mouth Cancer charity needs you for the newest unique talent show to raise awareness for Mouth Cancer.

Seriously good singers and comedians will win the prize of a lifetime thanks to the Mouth Cancer Foundation which is launching a brand new initiative, the **Mouth Cancer Voice Awards** today. The awards are supported by Rock band Koopa, BBC 1 Television Presenter Julia Bradbury best known for co-hosting "Watchdog" and performing in "Just the Two of Us", lead West End theatre star Julie Atherton headlining in "Avenue Q" and Actress and Comedian Helen Lederer from "Absolutely Fabulous" who has first hand experience of the disease when a former boyfriend died from mouth cancer.

The **Mouth Cancer Voice Awards** aim to raise awareness of the risk factors (smoking, drinking and HPV) as well as the symptoms of mouth cancer amongst University and Higher Education students by reminding them not take their voice for granted, as the 'voice' can be lost through mouth cancer.

The **Mouth Cancer Voice Awards** will celebrate the most talented, brightest young singing and comedy stars in the country. Students can enter into one of four categories.

1. Solo Singer
2. Group Singers (Max 6 people)

3. Solo Comedian
4. Comedy Team (Max 3 people)

From today students across the country will be able to upload and enter short video demos to be immediately voted on by the public. The sooner the entry is made, the more exposure and time there is to be voted on!

Entries will close on Monday 12th November 2007 during Mouth Cancer Awareness Week. The short list of finalists will be drawn up based mainly on singing and comedy talent (although popularity of online votes could be a deciding factor!). Finalists will be notified by Thursday 15th November 2007. Three acts per category will be invited to attend a live grand final extravaganza at the Jerwood Vanbrugh Theatre in central London.

At the grand final on Sunday 18th November 2007 the finalists will perform in front of a live studio audience and a celebrity-packed panel of judges to win the prize of a lifetime. The Best comedian or comedy act will win a 10 minute spot, courtesy of the Comedy Club Ltd, at a top Comedy Club Venue in the UK at a mutually convenient time. Whereas the 1st prize for the best singer or group performance is one day's studio recording to record the winning song, courtesy of Insomnia Music Ltd.

The Founder of the Mouth Cancer Foundation, Dr Vinod Joshi, says "This is the first Mouth Cancer Voice Awards with an aim to raise awareness of mouth cancer amongst the student community who are exposed to a drinking and smoking culture. We want all students to know that mouth cancer exists and what symptoms to look out for in order to help with early detection. If in doubt, they should see their doctor or dentist immediately. The Voice Awards is a fun way to get our message across. Don't take your voice for granted!"

-ENDS-

For information on the MOUTH CANCER VOICE AWARDS visit [www.mouthcancervoice.org](http://www.mouthcancervoice.org)

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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.

- Mouth Cancer kills 1 in 2 people who are diagnosed due to late detection.
- 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.

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 or jaws
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 looseness of teeth persisting for more than 3 weeks
11. Swelling causing obstruction of the nose, particularly if associated with bleeding or pus discharge

Mouth Cancer Awareness Week, held in November each year, is co-ordinated by the British Dental Health Foundation (BDHF), and supported by the Mouth Cancer Foundation and a wide range of leading national health organisations. These include the Mouth Cancer Foundation, Cancer Research UK, Denplan, Action on Smoking and Health (ASH), British Dental Association (BDA), British Association of Head and Neck Oncologists (BAHNO), British Association of Oral and Maxillofacial Surgeons (BAOMS), the health departments of the four UK countries, GKT, Pharmacy Health Link, QUIT and Scope.

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)

**Merck Serono**



The event is being sponsored by Merck Serono

Merck is a global pharmaceutical and chemical company with sales of EUR 6.3 billion in 2006, a history that began in 1668, and a future shaped about 35,214 employees (including Merck Serono) in 63 countries. Its success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which

the Merck family holds an approximately 70% interest and free shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.

### **Prize Information**



#### **1st Prize for Best Comedy Act**

(out of both the Solo Comedian and Comedy Team categories) The best comedian or comedy act will win a 10 minute spot, courtesy of [Comedy Club Ltd](#), at a top Comedy Club Venue in the UK at a mutually convenient time.



#### **1st Prize for Best Singing Act**

(out of both the Solo Singer and Group Singers categories) [Insomnia Music Ltd](#) based in London will provide a prize of one day's studio recording to record one song for the best singer or group performance.