

# MEDIA RELEASE

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## **Mouth Cancer Foundation celebrates launch**

The Mouth Cancer Foundation will celebrate its launch at the British Dental Showcase at Excel, London between 14 – 16 October 2004. The Foundation was established in June this year to provide support for mouth, throat and other head & neck cancer patients and to increase mouth cancer awareness amongst the public. The Mouth Cancer Foundation has a comprehensive web site <http://www.mouthcancerfoundation.org> and online support group with nearly 400 forum members and has plans to increase its services.

Philips Oral Healthcare is raising up to £3,000 for the Mouth Cancer Foundation at the Showcase. For every delegate whose name is attached to a label on a helium-filled balloon, a 50p donation will be made to the Mouth Cancer Foundation by Philips Oral Healthcare. Up to 6,000 balloons will be released at 3pm on October 16 to take the Mouth Cancer Awareness message as far across Europe as possible. The ticket holders whose balloons travel the furthest and are claimed by Mouth Cancer Awareness Week (November 7-13, 2004) will win a host of top prizes.

**Founder, Dr Vinod K Joshi commented,** “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 4,374 in 2000. Despite treatment, there were 1,703 deaths in 2002. The mortality rate is just over 50% due to late detection. Distressingly, an increasing number of young people are being affected and 25% of the cases have no associated significant risk factors. So it is important to be wary. This fantastic support from Philips Oral Healthcare will enable us to redevelop the existing website to become a definitive online resource and support group. Development opportunities include having more web pages for patients to share their stories as well as a live chat room, which has been frequently asked for by the message board members.”

Dr Joshi, who has been invited to be a keynote speaker at the 10<sup>th</sup> International Congress on Oral Cancer, will be on the Philips Oral Healthcare stand C17 for the duration of the Showcase. He'll be explaining the absolutely vital role dental professionals have to play in the early detection of mouth cancers and the oral care for cancer patients.

Information about the Mouth Cancer Foundation can be obtained from [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org) or [media@mouthcancerfoundation.org](mailto:media@mouthcancerfoundation.org)

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