



MEDIA RELEASE

MR010: 5 April 2006 [for immediate release]

Walking the talk for mouth cancer awareness

The Mouth Cancer Foundation is organising a public Mouth Cancer Awareness Walk, which will take place during this year's Mouth Cancer Awareness Week in November.

Founder, Dr Vinod Joshi, says "Let's walk the talk and get the public involved in raising mouth cancer awareness during this year's Week!"

This announcement comes as two fundraisers prepare to run for the Mouth Cancer Foundation (MCF) during this month's Flora London Marathon. The MCF will soon be releasing further information about the mouth cancer walk which will appear on the its website www.mouthcancerfoundation.org

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NOTES FOR EDITORS

The Mouth Cancer Foundation is a registered charity no. 1109298

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 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. Despite treatment, there were 1,703 deaths in 2002 – that's approximately one death every 5 hours. The chances of survival are much improved if the cancer is detected early and rapidly treated.

Mouth Cancer Awareness Week, usually held in the 2nd week of November each year, is co-ordinated by the British Dental Health Foundation (BDHF), supported by a wide range of leading national health organisations. These include 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), Cancer Research UK, 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 or by emailing info@mouthcancerfoundation.org