



MEDIA RELEASE

MR011: Wednesday 21 June 2006 [for immediate release]

Mouth Cancer Foundation Web Site wins 1st place for Cancer on the Internet 2006 Award with EUR 10,000 Prize.



The Cancer on the Internet Award 2006 will be presented at the 3rd International Conference on Cancer on the Internet (9-10 July 2006, Washington DC, US) to the Mouth Cancer Foundation for its mouth cancer website www.mouthcancerfoundation.org

The Cancer on the Internet Award is an original initiative of the European School of Oncology. The 2006 Award is made in exclusive partnership with Novartis Oncology.

Dr Vinod K Joshi, Founder of the Mouth Cancer Foundation,

said: "The award is fantastic news and will enable further improvements in our service. The web site's success is also a tribute to the over 1,000 members of the online support group who have helped create a 24/7 caring community that reaches out to frightened newcomers, sharing stories and experiences with honesty, compassion, and a level of understanding that is unsurpassed. Through its candid posts members can deliver the brutally honest truth, and still offer hope and support at the very same time. They can ask and openly discuss the things that they are afraid or yet reluctant to address with doctors or family members. It is indeed a safe haven with an open door any time, night or day."

The judges were looking for the Mouth Cancer Foundation web site www.mouthcancerfoundation.org to fulfill specific criteria. The website:

1. is created and managed with limited resources,
2. provides information on cancer and its treatment in an organised, user-friendly manner, respecting users with low-band connectivity,
3. disseminates clear, accurate, useful and updated information about cancer,
4. is used to share knowledge and experience among

patients,

5. helps to improve the way cancer patients are treated and/or to avoid poor quality care,
6. provides information that is understandable (by terminology and language) to patients,
7. is preferably multilingual and multicultural,
8. is innovative in its approach,
9. is preferably HON certified.

This announcement comes, as the Mouth Cancer Foundation is about to launch a new web site specifically for the 10K walk that will take place during Mouth Cancer Awareness Week in November.

Further information about the mouth cancer walk and new web site will soon be available at www.mouthcancerfoundation.org

END

NOTES FOR EDITORS

The Mouth Cancer Foundation is a registered charity no. 1109298

For information on the 3rd International Conference on Cancer and the Cancer on the Internet Award 2006, visit:

http://www.cancerworld.org/CancerWorld/eventDetail.aspx?id_sito=1&id_stato=1&id=1007

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.

More information about Mouth Cancer is available at the Mouth Cancer Foundation web site www.mouthcancerfoundation.org or by emailing info@mouthcancerfoundation.org

Dr Vinod K Joshi envisioned the Mouth Cancer Foundation web site. It is maintained and search engine optimized by the dental web site experts **Dental Focus Web Design** www.dentalfocus.com who provide a free service for the charity.