



MEDIA RELEASE

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WALK THE TALK IN HYDE PARK LONDON FOR MOUTH CANCER AWARENESS WEEK



The Mouth Cancer Foundation is organising a free, sponsored Mouth Cancer Walk, which will take place on Sunday 19 November to mark an end to this year's Mouth Cancer Awareness Week, which runs from Sunday 12 to Saturday 18 November 2006. The Mouth Cancer Foundation is calling on the dental profession to lead the way at the Hyde Park London event.

The 10 kilometre sponsored walk is a free event and fun day out for all the family which starts from 10am, meeting at the Bandstand which is located in the south east corner of the park, nearest to Hyde Park Corner underground station. There will be free mouth cancer screening for the public at the event. Dentists, as the ones who screen for mouth cancer on a daily basis, are invited to volunteer to assist in this screening process.

The Mouth Cancer Walk is free and open to people of all ages and all levels of fitness, from complete beginners to experienced athletes. Hyde Park is also a suitable venue for wheel chair users.

Founder, Dr Vinod Joshi, says “Everyone is invited to join the free Mouth Cancer Walk. This is not a race and everyone taking part is a winner in raising awareness of mouth cancer and will receive a goodie bag with refreshments for the Walk as well as other cool freebies. Participants may walk, jog or run. However, as the event is taking place in mid November, the ground and weather may be more suitable for walking. There will be prizes available for top individual and team fundraisers as well as top individual and team awareness raisers. Costumes are invited if you’re feeling brave!”

The Mouth Cancer Foundation is inviting mouth cancer patients, their carers, families and especially those in the dental profession to make this Mouth Cancer Walk their event. Dental practices, dental schools, dental hospitals, speciality associations and dental companies are invited to send teams to take part and underline the profession's role in fighting mouth cancer. Various organisations involved in Mouth Cancer Awareness Week will be participating. There will be great photo and local news opportunities for participants about their involvement in the event. We hope to make this event a successful one for all participants.

To secure a place for the Mouth Cancer Walk it is important for individual and teams to register early via the new web site www.mouthcancerwalk.org

The Mouth Cancer Walk web site provides information and tools to help fundraisers. Fundraisers can create their own free web page or download/print the sponsorship form to collect donations. Fundraising and training tips are also available on the web site. The Mouth Cancer Foundation hopes participants will be able to gain sponsorship for the Walk from family, friends and colleagues to help raise funds for the charity; however, this is not essential as the aim is simply to raise awareness.

Corporate sponsorship is the main way the Mouth Cancer Foundation hopes to cover the costs of this totally free awareness raising event; there are six levels of sponsorship ranging from a simple web link to a generous £5,000 donation which is acknowledged by offering the sponsoring companies a stand at Hyde Park on the day of the Walk as well as brand recognition with the company logo on the web site, flyers, letters, goodie bags, participant bibs, banners and press releases. Top sponsorship levels have limited places only so companies are being invited to secure a position early.

END

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 4,405 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. 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, held in 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 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 the Walk is available

at the Mouth Cancer Walk web site www.mouthcancerwalk.org

or by emailing info@mouthcancerwalk.org

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