



Mouth Cancer
FOUNDATION
www.mouthcancerfoundation.org

**MEDIA ALERT - SON AND DAUGHTER RAISE SUBSTANTIAL FUNDS IN AID OF
MUM'S CINDERELLA CANCER**

FOR IMMEDIATE RELEASE - 21.04.10

**INTERVIEWS AVAILABLE: FUNDRAISERS - JERINA AND JACK HARDY
FOUNDER OF THE MOUTH CANCER FOUNDATION -
DR VINOD JOSHI**

To arrange an interview please call Media Ambitions on 0208 940 2222.

"Many people have never heard of mouth cancer and its symptoms are rarely publicised. It's all too often only associated with heavy drinkers and smokers, so we wanted to raise awareness that it can affect anyone. Our mother has mouth cancer, and seeing our wonderful mum waiting for us at the finish line made the grueling race all worthwhile!"

Jerina Hardy - Paris Marathon Runner

A PR manager from Stoke Newington in London has joined forces with her brother in order to raise much needed funds for the UK's leading mouth cancer charity, the **Mouth Cancer Foundation**.

Jerina Hardy, 26, and her brother Jack, 21, both took part in the Paris Marathon and have raised a staggering £4,500 They ran the 26.2 miles, along with 40,000 fellow runners dressed in Cinderella costumes that their mother Caroline had made for them; reason being that mouth cancer is often referred to as a Cinderella cancer as it is, like Cinderella, hidden away and not talked about.

Caroline, 56, was diagnosed with cancer of the tongue in February 2002. It had started off as a lump in her neck. Since no one suspected mouth cancer, it was only 6 months before Caroline started her treatment. She had to undergo several operations, radiotherapy and courses of chemotherapy.

*Jerina says "My brother and I decided to run the Paris 2010 Marathon in honour of our mum who has been battling tongue cancer. Mum had set-up a blog to help other sufferers and raise money for the **Mouth Cancer Foundation**, and we wanted to do our bit to help too. Armed with tiaras, skirts, bags and maps, we managed to run the marathon in five and a half hours". Jack's fellow students at Loughborough University flew over to Paris to give him encouragement and even ran part of the course with them to help provide support and refreshments.*

Dr Vinod Joshi, founder of the **Mouth Cancer Foundation**, says "Jack and Jerina have supported their mother in a unique way by increasing awareness of mouth cancer. Highlighting the symptoms of this terrible disease will help save lives in the future. Raising funds for us will allow us to provide free materials during our mouth cancer awareness campaigns and support for mouth cancer survivors.."

For more information on the **Mouth Cancer Foundation** visit www.mouthcancerfoundation.org. To donate to Jerina and Jack's Paris Marathon Challenge visit their Just Giving page at www.justgiving.com/Jerina-Hardy or follow Caroline Hardy's blog at www.carolinehardy.blogspot.com/.

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NOTES TO EDITORS

The Mouth Cancer Foundation - www.mouthcancerfoundation.org

The Mouth Cancer Foundation is a registered charity no. 1109298.

In 2010 The Mouth Cancer Foundation celebrates its 5th anniversary.

In the UK, nearly 8000 people are diagnosed with Mouth Cancer every year. Cancers can occur in any part of the mouth, tongue, lips, and adjacent areas like the throat, salivary glands, pharynx, larynx, sinus, and other sites in the head and neck area. In its very early stages, these Mouth Cancers can be easy to ignore.

* Symptoms include:

1. An ulcer or white or red patch anywhere in the mouth that does not heal within 3 weeks
2. A lump or swelling anywhere in the mouth, jaw or neck that persists for more than 3 weeks
3. A difficulty in swallowing, chewing or moving the jaw or tongue
5. A numbness of the tongue or other area of the mouth

6. A feeling that something is caught in the throat
7. A chronic sore throat or hoarseness that persists more than 6 weeks
8. An unexplained loosening of teeth with no dental cause

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