



**MEDIA ALERT - LOCAL WOMAN TAKES ON CARDIFF HALF MARATHON**

**FOR IMMEDIATE RELEASE**

**INTERVIEWS AVAILABLE: RUNNER CARON GEORGE  
FOUNDER OF THE MOUTH CANCER FOUNDATION -  
DR VINOD JOSHI**

**PHOTOS AVAILABLE UPON REQUEST**

*To set up an interview please call Media Ambitions on 0208 940 2222.*

24 year old Dentist, Caron George from Cardiff will be running the Cardiff Half Marathon on Sunday 18<sup>th</sup> October 2009 to raise funds and awareness for the **Mouth Cancer Foundation**.

Caron will join runners from all over the country in one of the greatest running events in the sporting calendar. The Cardiff Half Marathon boasts a great route and amazing sights. Caron's training regime currently involves evening runs with friends; she will be upping her regime to sessions at the gym and longer runs.

*Caron says, "I am a recently qualified dentist at a practice in Tongwynlais in Cardiff, I have never done a half marathon before so need to get into serious training so I am prepared in October. I decided to take part as a personal challenge and to raise funds for the **Mouth Cancer Foundation** which does much to increase awareness of mouth cancer. Mouth cancer has such poor survival rates due to late detection of the symptoms of mouth cancer; I want to do what I can to change that".*

The founder of the **Mouth Cancer Foundation** Dr Joshi says *"Caron is an inspiration. She is doing a tough challenge to raise funds which will help us to increase awareness of mouth cancer and provide support for mouth cancer patients and carers. Highlighting the symptoms of this terrible disease will help save lives in the future."*

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.

In the UK, nearly 8000 people are diagnosed with Mouth Cancer every year. Mouth cancer is more common in men than women, but that gap is closing. An increasing number of younger people are developing mouth cancer. The mortality rate from mouth cancer is just over 50% due to late detection. These are the shocking facts from the **Mouth Cancer Foundation**.

To sponsor Caron and support **Mouth Cancer Foundation** in the Cardiff Half Marathon 2009 please log onto [www.justgiving.com/mouthcancer/donate](http://www.justgiving.com/mouthcancer/donate).

-ENDS-

For general press enquiries, please contact:

Elizabeth Ayto or Vicki Walker-Wright

Media Ambitions - 020 8940 2222

[Elizabeth@mediaambitions.com](mailto:Elizabeth@mediaambitions.com)

[Vicki@mediaambitions.com](mailto:Vicki@mediaambitions.com)

[www.mediaambitions.com](http://www.mediaambitions.com)

### NOTES TO EDITORS

The Mouth Cancer Foundation - [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org)

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

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](http://www.mouthcancerfoundation.org) or by emailing [info@mouthcancerfoundation.org](mailto:info@mouthcancerfoundation.org)