

YOUR CANCER Movement Brings Community Together to Recognize Those Making a Difference



(BPT) - If you or a loved one is living with cancer, always remember – there’s strength in numbers.

In fact, there’s an entire community of patients, doctors, nurses, caregivers, researchers, payers, policy makers, advocacy groups and many, many others behind you. All working hard to help transform cancer care from one person’s disease into a true community effort.

That’s the primary purpose of a new program called YOUR Cancer, to spotlight the countless individuals and organizations that have played crucial roles in supporting those facing cancer. It seeks to celebrate the advancements that personalize and improve treatment, access to care and patient support across the nation by bringing together the entire cancer community to pursue the common goal of eliminating cancer as a cause of death. And not just people living with cancer, but everyone helping to create a brighter future that ultimately makes: **YOUR Cancer, OUR Cancer.**

“A cancer diagnosis can be devastating, but it’s not a journey anyone should have to travel alone,” notes Rose Gerber, Director of Patient Advocacy and Education at the Community Oncology Alliance. “There’s strength in numbers, and in our case, that means bringing together the researchers, physicians, nurses and everyone who extends a supportive hand. Above all, knowledge is power. So, it helps to highlight the incredible advancements being made that make a difference in the lives of people with cancer, as well as for their loved ones.”

YOUR Cancer—a program by AstraZeneca—features a website (YourCancer.org) where visitors can listen to accounts from the many patients, caregivers and advocates making a difference in the cancer community. They can also access a list of resources, read about the inspiring work being done by The C² (Cancer Community) Award winners, and learn more about the many partners who have already joined our community and dedicate their lives to making YOUR Cancer, OUR Cancer.

Join the movement today and help recognize those making a difference by visiting www.YourCancer.org.

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