

# Cancer<sub>o</sub>Net™ Bulletin

Oncologist-approved cancer information from the American Society of Clinical Oncology and The ASCO Cancer Foundation

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June 2008

 FORWARD TO A FRIEND >>

## ASCO Joins *Frosted Pink with A Twist* and Mary Lou Retton to Raise Awareness of Cancer

The American Society of Clinical Oncology (ASCO) is joining forces with five other national cancer organizations in a landmark television event and multimedia education campaign - *Frosted Pink with a Twist* - to raise awareness of cancers that primarily affect women and inspire the public to learn more about early detection, prevention, and advances in cancer care and treatment. Cancer.Net is the official clinical cancer information resource for *Frosted Pink with a Twist*.

Co-hosted by gymnast and Olympic champion Mary Lou Retton, *Frosted Pink with a Twist* will feature stars of Men's and Women's U.S. Olympic Gymnastics teams and will air nationally on ABC from 4:00 - 6:00 PM

## New on Cancer.Net

- Latest Cancer News for Patients from the ASCO Annual Meeting.** Review patient-friendly summaries of research announced during the meeting's press program. Topics covered include breast cancer, childhood cancer survivorship, colorectal cancer, Ewing's sarcoma, kidney cancer, lung cancer, pancreatic cancer, testicular cancer, and uterine cancer. Read more news in **Cancer Advances: News from the 2008 ASCO Annual Meeting** and the **ASCO Expert Corner: News for Patients from the 2008 ASCO Annual Meeting**.
- Cancer.Net Podcasts on News from the ASCO Annual Meeting.** Hear directly from the experts on what the latest advances in cancer research mean for patients. **Julie Gralow, MD**, discusses the latest news on **targeted treatments**; **Howard Sandler, MD**, describes **screening and treatment advances**; **Nicholas Petrelli, MD**, explains **advances in treatment and quality of life**; and **Eric Winer, MD**, discusses the latest research on **breast cancer**.
- Cancer.Net Podcast on Donating Bone Marrow.** Listen to this podcast that describes how to become a bone marrow donor - an act that may help save lives of people with leukemia, lymphoma, and other types of cancer.
- New Cancer.Net Slide Decks.** Check out the latest additions to the Cancer.Net Slide Deck series, including presentations on acute myeloid leukemia and chronic lymphocytic leukemia. View more than 20 other titles at [www.cancer.net/slidedecks](http://www.cancer.net/slidedecks).
- Latest Updates to Cancer.Net Guides to Cancer.** Several

ET on Sunday, October 12, 2008 - during National Breast Cancer Awareness Month - and will re-air on additional cable networks throughout the remainder of the month.

This year in the United States an estimated 260,000 women will be diagnosed with breast, cervical, ovarian, uterine (endometrial), vaginal, and vulvar cancers and an estimated 69,000 women will die from these diseases. *Frosted Pink with a Twist* tells an important message to all women: be your own best advocate by learning as much as you can about cancer.

For more information about *Frosted Pink with a Twist*, visit [www.frostedpink.org](http://www.frostedpink.org).

## Did You Know?

It's easy to receive educational and promotional materials to help share Cancer.Net with patients, since ASCO provides such items free of charge to oncologists, oncology nurses, social workers, patient advocates, and others. Educational materials, such as **ASCO Answers Fact Sheets**, give an overview of a specific type of cancer, an illustration of where the cancer starts, how it is treated, terms to know, and

of the website's sections of cancer types have been recently updated, including astrocytoma, brain stem glioma, desmoplastic infantile ganglioglioma, and ependymoma. Updated childhood *Cancer Types* that have been translated into Spanish include astrocitoma, sistema nervioso central, cáncer infantil (astrocytoma) and glioma del tronco encefálico, sistema nervioso central, cáncer infantil (brain stem glioma).

- **Latest Updates to Cancer.Net Guides to Cancer-Related Syndromes.** Several of the website's sections of cancer-related syndromes have also been updated, including Birt-Hogg-Dubé syndrome, hereditary diffuse gastric cancer, hereditary leiomyomatosis and renal cell cancer, hereditary non-von Hippel-Lindau clear cell renal cell carcinoma, hereditary papillary renal cell carcinoma, and von Hippel-Lindau syndrome.

## This Week on Cancer.Net

### Matching Services to Find a Clinical Trial

In this new Feature article, discover some Web-based tools and how to navigate them to locate a suitable clinical trial - a treatment option to consider at the time of diagnosis.

### Read this Feature.

## Patients' Toolbox

Each month, Cancer.Net offers original **Feature Articles**, which address common challenges for people living with cancer and offer practical, how-to information. In addition to the article outlined above, the latest Features include:

questions to ask the doctor. Choose from more than 20 titles. Also, print copies of Cancer.Net's Guides to **Breast Cancer**, **Colorectal Cancer**, **Lung Cancer**, and **Prostate Cancer** are available to order by calling 888-651-3038 or e-mail [contactus@cancer.net](mailto:contactus@cancer.net).

Promotional materials, including Cancer.Net referral cards, leaflets, cancer information prescription pads, and posters are ideal to give directly to patients or to display in waiting rooms and patient information areas. To order your supply of promotional materials, download the **order form** or contact us using the above information.

For more information on *ASCO Resources*, use the blue navigation bar below to explore this and other sections of Cancer.Net

- **How to Read a Medical Abstract** explains how to find and evaluate summaries of research studies that allows you to quickly learn about the important aspects of studies.
- **How to Work With a Specialty Pharmacy** describes the services that some specialty pharmacies provide to people with cancer and offers tips on working with one effectively.
- *Don't forget that you can also check out 150+ other **Feature Articles** on Cancer.Net!*

## In the News

Here are some of the latest cancer-related news headlines:

- May 28, 2008: Dietary boron reduces lung cancer risk in women (Reuters Health)
- May 27, 2008: Gum disease may raise cancer risk, study finds (Reuters Health)
- May 27, 2008: Vitamin D linked to aggressive prostate cancer (Reuters Health)
- May 27, 2008: Antioxidants may undermine cancer therapy (Reuters Health)
- May 26, 2008: Coffee and tea don't raise breast cancer risk (Reuters Health)
- May 26, 2008: Cancer risk soars in HIV-infected people: study (Reuters Health)
- *For more headlines, visit [Cancer.Net's News Articles section](#).*

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For more information about ASCO's patient information resources, visit [www.cancer.net](http://www.cancer.net) or call 888-651-3038.



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*Cancer.Net Bulletin* is a monthly newsletter highlighting new content and features of the American Society of Clinical Oncology's (ASCO) patient information website, Cancer.Net ([www.cancer.net](http://www.cancer.net)). Cancer.Net brings the expertise and resources of ASCO, the voice of the world's cancer physicians, to people living with cancer and those who care for and care about them. ASCO is composed of over 25,000 oncologists globally who are the leaders in advancing cancer care. All the information and content on Cancer.Net was developed and approved by the cancer doctors who are members of ASCO, making Cancer.Net the most up-to-date and trusted resource for cancer information on the Internet. Cancer.Net is made possible by The ASCO Cancer Foundation, which provides support for cutting-edge cancer research, education, and patient information.