



A DELEGATE OF THE
LIVESTRONG®
GLOBAL CANCER SUMMIT

FOR IMMEDIATE RELEASE

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**Cancer Voices South Australia Selected to Participate in Premiere
LIVESTRONG® Global Cancer Summit in Dublin, Ireland**

First-ever event to bring together world leaders, advocates and corporations from more than 60 countries to address the global cancer burden

Adelaide, Australia – 23 July, 2009 – Today **Cancer Voices** announced that **4 members** will participate in the premiere **LIVESTRONG** Global Cancer Summit in Dublin, Ireland, on August 24 - 26. The Summit is the landmark event of the **LIVESTRONG** Global Cancer Campaign, an effort of the Lance Armstrong Foundation (LAF). Ashleigh Moore, Sandy Miller, Julie Marker (Cancer Voices South Australia) and John Stubbs (Cancer Voices Australia) will present the **Cancer Voices** commitments to fight cancer in **South Australia** and engage with world media, political leaders, representatives of non-governmental organizations and corporate leadership.

Ashleigh Moore, a head-and-neck cancer survivor, is the Cancer Voices SA Executive Chair. "Almost everyone in the community is touched by cancer during their lifetime, either being directly affected, or they will know someone with cancer. Cancer is a 'life changing' experience. Lance responded by taking on the world in cycling, inspiring me and others to fight to recover and to survive, and importantly, to advocate for better treatment all along the cancer journey."

"Cancer is a major public health problem that affects every country in every region of the world regardless of economic and social situation," said Lance Armstrong, LAF founder and chairman, cancer survivor and champion cyclist. "Through collective action, we will make a renewed commitment to reducing the burden of

cancer around the world and break down the stigma and silence too often associated with the disease.”

In September 2008, Armstrong announced the Foundation’s commitment to making cancer a global priority at the Clinton Global Initiative Annual Meeting in New York. The LAF made this commitment after its worldwide research, conducted over 18 months, revealed widespread misconceptions, stigma and lack of awareness associated with cancer.

In response, the LAF established the **LIVESTRONG** Global Cancer Campaign to urgently address the burden of cancer worldwide and support the 28 million people living with cancer around the globe. Cancer kills more people every year than AIDS, tuberculosis and malaria combined. It is estimated that cancer will be the leading cause of death worldwide by 2010.

With such staggering statistics, the LAF recognized that a global challenge like cancer required a global movement. And so it began urging world leaders, leading cancer organizations and cancer survivors to join together by making commitments to take action in their communities to reduce the burden of cancer.

Cancer Voices SA is proud to join the **LIVESTRONG** movement by submitting an unprecedented 4 commitments aligned with activities we are passionate about achieving over the next 12 months.

1. **Cycle for Cancer – Community ride**
Cancer Voices SA aims to establishing a cycling event with cancer awareness as a key objective, to focus on altering the public attitude and stigma about cancer, increasing community involvement in physical activity for cancer prevention and supporting patients during their cancer journey, as well as raising awareness of the many types of cancer.
2. **Australian aboriginal cancer conversations**
Cancer Voices SA will conduct cancer conversations with aboriginal Australians to understand their perspectives, cultural and other concerns and hear suggested solutions for their communities ‘cancer outcomes’ gap.
3. **Australian Cancer Consumers Charter**
Cancer Voices SA is a partner with Cancer Voices Australia to develop and publish a National Cancer Consumers Charter, in collaboration with other national cancer groups.
4. **On-line cancer advocacy in Australia**
Communication is vital if Cancer Voices is to represent and respond to issues and concerns of ‘those affected by cancer’, to seek feedback and share information. Cancer Voices SA aim to trial a variety of online 2-way communications for cancer advocacy in South Australia.

Together these 4 initiatives aim to

- raise awareness and reduce the stigma around cancer,
- provide hope and inspiration for people living with cancer, and provide encouragement for the community to engage in cancer prevention,
- reach out and communicate in a variety of ways to involve many more groups in the community around cancer control, and

- network with key cancer consumer organizations to develop an advocacy charter.

Cancer Voices SA is looking forward to participating in the **LIVESTRONG** Global Cancer Summit in Dublin, Ireland from August 24-26, 2009 and helping to make the case for acting urgently to address the global cancer burden.

Unlike other conferences and forums, the **LIVESTRONG** Global Cancer Summit is unique in that it will kick off a unified global movement while providing attendees the opportunity to connect with other advocates, network, gain media exposure and access tools and resources to help them mobilize in their own communities. *The Lance Armstrong Foundation awarded travel scholarships for the Cancer Voices advocates to attend this Forum.* Speakers include honorary Summit chair and former Irish President Mary Robinson, Irish Cancer Chief Professor Tom Keane, CNN chief medical correspondent Dr. Sanjay Gupta as well as representatives from the World Health Organization and other global bodies.

For more information on the **LIVESTRONG** Global Cancer Campaign and the Summit, please visit www.LIVESTRONG.org.

About the Lance Armstrong Foundation

At the Lance Armstrong Foundation, we fight for the 28 million people around the world living with cancer today. There can be – and should be – life after cancer for more people. That's why we kick in at the moment of diagnosis, giving people the resources and support they need to fight cancer head-on. We find innovative ways to raise awareness, fund research and end the stigma about cancer that many survivors face. We connect people and communities to drive social change, and we call for state, national and world leaders to help fight this disease. Anyone anywhere can join our fight against cancer. Join us at www.LIVESTRONG.org.

About Cancer Voices SA :

Cancer Voices South Australia is '**Raising a Voice for those affected by Cancer**' through:

Advocacy
Involvement
Awareness
Information

We are an independent, incorporated, volunteer consumer organisation.

Our Aim is to:

represent the views of those affected by cancer;

promote these perspectives to health professionals, government and the public;

ensure patients and supporters are receiving the best possible information, treatment and care;

work to increase funding for prevention, detection, research and improved treatments.

Cancer Voices members can include anyone affected by cancer: cancer patients, partners, carers, families, friends and colleagues of someone with cancer.

Membership is free, and we welcome more people to join and get involved. Go to our website at www.cancervoicessa.org.au ###