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CANCER SUPPORT COMMUNITY LAUNCHES NEW INITIATIVE TO INSPIRE THOSE WITH CANCER TO MAINTAIN A HEALTHY LIFESTYLE

Educational Program Provides Valuable Information and Insights to Those Touched by Cancer

Washington, D.C. – September 10, 2012 – The Cancer Support Community (CSC), the largest professionally led network of cancer support, is proud to launch *Frankly Speaking About Cancer: Living Healthy with Cancer*. The goal of the educational program is to raise awareness about the unique physical and emotional needs of those living with cancer and how to develop healthy habits to meet these needs.

“Coping with a cancer diagnosis can be very challenging, and no two experiences are the same,” said Kim Thiboldeaux, President and CEO of the Cancer Support Community. “*Living Healthy with Cancer* is designed to help those impacted by cancer work with their health care team to understand the elements of a healthy lifestyle and become empowered through their cancer experience.”

The educational program focuses on four major areas that relate to living with cancer during and beyond treatment, which includes maintaining a healthy diet, medical management, exercise, and emotional wellness.

The initiative combines in-depth educational materials and expert advice from interviews with health professionals. Highlights include:

- A downloadable fact sheet that includes information on the four key concepts.
- Educational content on the CSC website that addresses managing one’s health during cancer treatment and beyond.
- A special episode of *Frankly Speaking About Cancer*, an internet talk radio show hosted by Kim Thiboldeaux, airing on Tuesday, September 11, dedicated to raising awareness about simple steps that can be taken to achieve a healthy lifestyle.
- Radio interviews featuring Kim Thiboldeaux and Dr. William Schaffner, Professor and Chair of the Department of Preventive Medicine at Vanderbilt University School of Medicine and President of the National Foundation for Infectious Disease will be available on a local station near you and on CSC’s website.

“We are proud to support CSC’s *Frankly Speaking About Cancer: Living Healthy with Cancer* program,” said Pfizer’s President of U.S. Oncology Andy Schmeltz. “Pfizer celebrates

cancer survivorship and we recognize how important it is for people diagnosed with cancer to incorporate a healthy lifestyle into their daily routines. We hope that they, along with their caregivers, will benefit from this important program.”

Frankly Speaking About Cancer: Living Healthy with Cancer is made possible through the collaboration of Bright Pink, the Cancer Legal Resource Center, Facing Our Risk of Cancer Empowered, Fight Colorectal Cancer, LIVESTRONG, the Ovarian Cancer National Alliance, the Patient Advocate Foundation, and the Young Survival Coalition and through the generous support of Pfizer, Inc.

To learn more about the *Frankly Speaking About Cancer* series or to download the *Frankly Speaking About Cancer: Living Healthy with Cancer* fact sheet, visit <http://www.cancersupportcommunity.org/livinghealthy>

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About the Cancer Support Community:

The mission of the Cancer Support Community (CSC) is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. In 2009, The Wellness Community and Gilda’s Club joined forces to become the Cancer Support Community. The combined organization, with more than 50 years of collective experience, provides the highest quality social and emotional support for people impacted by cancer through a network of over 50 licensed affiliates, more than 100 satellite locations and a vibrant online community, touching more than one million people each year.

Backed by evidence that the best cancer care includes social and emotional support, the Cancer Support Community offers these services free of charge to men, women and children with any type or stage of cancer and to their loved ones. As the largest, professionally-led nonprofit network of cancer support worldwide, the Cancer Support Community delivers a comprehensive menu of personalized and essential services including support groups, educational workshops, exercise, art and nutrition classes and social activities for the entire family. In 2011, CSC delivered more than \$40 million in free services to patients and families. The Cancer Support Community is advancing the innovations that are becoming the standard in complete cancer care. So that no one faces cancer alone.