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MEDIA ALERT

Professionals gather in Quebec City to share latest methods to improve the cancer patient's radiation therapy experience.

Quebec City. Canada's leaders in the radiation therapy field, along with experts in pain and symptom management, and palliative care, will attend the 23rd Annual Scientific Meeting of the Canadian Association of Radiation Oncology (CARO-ACRO) from September 30 to October 3, 2009 at the Hilton Hotel in Quebec City. The theme for this year is: ***Improving the Patient Experience: Symptom Control and Beyond.***

Members of the media are encouraged to take advantage of this opportunity to learn about and share with their readers, listeners and viewers, (particularly cancer patients and their families and friends), the ***inside stories*** on the most recent advances in this critical cancer treatment and patient care field.

One in three Canadians will be diagnosed with cancer in their lifetimes. In 2008, 166,400 Canadians became new cancer patients. More than 50 per cent of all patients who receive a cancer diagnosis could benefit from radiation therapy, which alone, can cure some cancers, destroy or shrink some cancer tumours, or interfere with cancer cell reproduction.

Radiation therapy is the least understood, and perhaps the most mythologized of the three primary cancer treatments – surgery, chemotherapy and radiation therapy. CARO-ACRO is eager to dispel the myths about radiation therapy. The association has produced a ***Radiation Therapy Myth Buster***, attached with this alert. It defines radiation therapy and addresses lingering public misconceptions about this treatment modality.

Professionally respected, national and international experts in leading-edge developments in the RT field are available for pre-meeting interviews, or members of the media are welcome to meet with them during the meeting. Please refer to the attached file of 'key developments & expert' suggestions.

Members of the media are welcome to attend various sessions at the meeting and are requested to complete the attached media accreditation request form to receive appropriate credentials. Please review the meeting program at the web site.

CARO-ACRO Annual Scientific Meeting web site address: <http://www.caro-acro.ca/>

Your media relations contact: Jonathan Gendron, HKDP Communications and Public Affairs, 418.929.2318

Media resources available: Radiation Therapy Myth Buster, CARO-ACRO Backgrounder, Canadian Radiation Oncology Foundation (CROF) Backgrounder, Recommended list of key developments and expert suggestions for interview opportunities.