



One voice for every woman.™

April - 2016

World Ovarian Cancer Day May 8

International organisations come together to raise awareness about ovarian cancer with the #KnowNow campaign

World Ovarian Cancer Day is May 8 and people across the world are encouraged to raise awareness about ovarian cancer. This year the theme is **Know Now** and the campaign will run April 25 through May 8. We are encouraging everyone to share knowledge and life experiences based around 'if I knew then what I know now...' These words of wisdom will be shared along with key information about ovarian cancer – what women need to **Know Now!**

"In its fourth year, World Ovarian Cancer Day has become a major event and has grown considerably in momentum and reach. This year more than 100 organisations from 32 countries will unite to spread the word and create one voice for every woman," says Elisabeth Baugh, chair of the World Ovarian Cancer Day international organising committee and CEO of Ovarian Cancer Canada. "As we move through life many of us pause to reflect on what we would have done differently 'if we knew then what we know now.' We hope to have hundreds of thousands of people participate in this campaign to share their wisdom and in doing so, tell the world about ovarian cancer."

"There are incredible organisations throughout the world that get involved in World Ovarian Cancer Day each year. What we all share is a great passion and determination to raise global awareness about ovarian cancer." explained Calaneet Balas, Executive Vice President, Ovarian Cancer Research Fund Alliance based in the United States. "Through these efforts, we connect people internationally with the resources available to educate others and save more women's lives."

"World Ovarian Cancer Day is a unique opportunity to work in partnership across the world to spread the word about ovarian cancer and change the course of this disease" says Annwen Jones, Chief Executive of Target Ovarian Cancer based in London. "When we create a global conversation on World Ovarian Cancer Day, we vastly increase the reach of information about symptoms, risk factors and prevention to those who most need it."

About ovarian cancer

Each year, nearly a quarter of a million women around the world are diagnosed with ovarian cancer and the disease is responsible for 140,000 deaths annually. Statistics show that just 45% of women with ovarian cancer are likely to survive for five years compared with 89% of women with breast cancer. Women in developed and developing countries are similarly affected by ovarian cancer.

Symptoms of ovarian cancer are often confused with less serious conditions such as gastrointestinal complaints. Symptoms include:

- increased abdominal size / persistent bloating (not bloating that comes and goes)
- difficulty eating / feeling full quickly
- abdominal or pelvic pain
- needing to pass urine more urgently or more frequently.

About the #KnowNow Campaign

To show support for World Ovarian Cancer Day this year, organisations around the world will come together to share what they **Know Now**. Words of wisdom will be shared on teal* 'sticky notes' on a virtual Wall of Wisdom, via social media and through community-based activities in local areas.

The **#KnowNow** campaign launches on April 25, 2016 and runs through to World Ovarian Cancer Day on May 8, 2016.

Together our growing efforts will ensure that no woman with ovarian cancer walks alone.

*Teal is the international colour of ovarian cancer

For information about ovarian cancer or how to get involved in World Ovarian Cancer Day, please email us at info@ovariancancerday.org or visit our website at <http://ovariancancerday.org/>.

For media contacts of participating organisations throughout the world, please see: <http://ovariancancerday.org/media/>

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#KnowNow

About World Ovarian Cancer Day:

The first World Ovarian Cancer Day took place May 8, 2013. It is dedicated to creating and raising awareness about ovarian cancer, the women's cancer with the lowest survival rate for which there is little awareness, no screening test and no cure. On this day, ovarian cancer awareness organisations from across the world work together with a singular focus and message about ovarian cancer and its symptoms.