

April 1, 2014

World Ovarian Cancer Day May 8: *One Voice for Every Woman*

On May 8, join the global movement to raise awareness about ovarian cancer by pledging to spread the word about the most serious gynecological cancer during the second annual [World Ovarian Cancer Day](#) (WOCD). The pledge to pass on the awareness message to at least five friends will bring to life this year's theme ***One Voice for Every Woman***.

"The number one objective of World Ovarian Cancer Day is to increase awareness of this disease and to connect people internationally with the resources available to educate others," says Elisabeth Baugh, chair of the WOCD international organizing committee and CEO of Ovarian Cancer Canada.

"In our inaugural year, 28 cancer organizations from 18 countries participated in getting the word out, largely through social media. In 2014, we are not only inviting cancer organizations, but all interested groups internationally to [register](#) and partner with us. With our [pledge](#), we are also involving individuals worldwide, and empowering them with information about ovarian cancer and a quick and easy way to pass on the word about the disease."

All those who sign the World Ovarian Cancer Day pledge at www.ovariancancerday.org will receive an e-card on May 8 with ovarian cancer risk and symptom information. This card is to be passed along to at least five friends, who in turn will be encouraged to pass it along to their friends.

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.

There is no test for the early detection of ovarian cancer, a disease characterized around the world by a lack of awareness of symptoms and late stage diagnosis.

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.

Approximately 15% of cases of ovarian cancer are due to family history. This means having a close blood relation (mother, sister, daughter, grandmother, granddaughter, aunt or niece) on either your mother's or your father's side of the family who has had breast cancer before the age of 50 or ovarian cancer at any age. In addition to sharing [symptom](#) and [risk information](#), WOCD will also focus on [prevention of ovarian cancer](#).



ovariancancerday.com

WOCD's social media campaign includes the [WOCD website](#), [Facebook](#), [Twitter](#) and [Pinterest](#). To help raise awareness and show international involvement in the inaugural year, partner organizations and individuals from many countries wore teal and posed for photos in front of well-known landmarks holding signs featuring the WOCD 'world embrace' logo. These photographs were shared around the world. Other activities included public awareness events at train and subway stations, and information tables and education sessions at hospitals and cancer centres. These activities will continue to grow on May 8, 2014 along with governmental proclamations and "lighting the world in teal" – the colour that represents ovarian cancer.

Committee members Annwen Jones, Chief Executive of Target Ovarian Cancer, and Alison Amos, CEO, Ovarian Cancer Australia agree this is a wonderful opportunity. "World Ovarian Cancer Day is an important day for ovarian cancer organizations and communities around the world to unite and speak with one voice to raise awareness of ovarian cancer. We're proud to be involved with this global initiative and will be passing the awareness message out among those we work with. This activity supports our vision to save lives and ensure that no woman with ovarian cancer walks alone."

"For women living with the disease and their families and friends, World Ovarian Cancer Day has tremendous meaning," says Baugh. "Through this important day, we will continue to build momentum and a sense of solidarity in the fight against ovarian cancer. Every woman is at some risk for ovarian cancer and awareness remains our best defence."

For more information on World Ovarian Cancer Day visit: www.ovariancancerday.org

Facebook: www.facebook.com/WorldOvarianCancerDay

Twitter: @OvarianCancerDY

Pinterest: @OvarianCancerDY



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