

For Immediate Release

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Minnesota Ovarian Cancer Alliance (MOCA) Launches Public Awareness Campaign

(August 4, 2008) Minnesota Ovarian Cancer Alliance (MOCA) is pleased to announce the launch of OVARYACT.

What is OVARYACT?

OVARYACT is a public awareness campaign designed to highlight the symptoms of ovarian cancer. Billboards, bathroom stall advertisements, public service announcements and a new informational website are part of MOCA's strategy to promote earlier detection of the disease.

Bathroom stall boards will be placed at the State Fair, Metrodome, and Canterbury Downs. Billboards will be strategically placed around the metro area. MOCA's goal is to reach local audiences and destination travelers using a variety of communication methods.

MOCA's new website OVARYACT.org was designed to introduce the symptoms and facts of ovarian cancer to a general audience. All media has been placed to drive the public to the OVARYACT.org website for further information.

Why is MOCA launching this campaign now?

The campaign is running in August and September to reach residents and visitors attending Twins games, the State Fair and increased traffic in the metro area due to the Republican National Convention. September is Ovarian Cancer Awareness Month and MOCA's biggest fundraising and awareness event, The Silent NO More Walk Run for Ovarian Cancer is held September 13, 2008 in Rosland Park in Edina.

The campaign is in response to the first national consensus statement on ovarian cancer symptoms that was made by the Gynecologic Cancer Foundation, the Society of Gynecologic Oncologists and the American Cancer on June 13, 2007.

Their statement is as follows:

Historically, ovarian cancer was often called the “silent killer” due to the common belief that there are no warning signs or symptoms. However, recent studies have shown that this is untrue and that the following symptoms are much more likely to occur in women with ovarian cancer than women in the general population.

These symptoms include

- Bloating
- Pelvic or abdominal pain
- Difficulty eating or feeling full quickly
- Urinary symptoms (urgency or frequency)

Other symptoms may include: fatigue, indigestion, back pain, pain with intercourse, constipation and menstrual irregularities. However, these other symptoms are not as useful in identifying ovarian cancer because they are also found in equal frequency in women in the general population who do not have ovarian cancer.

Women diagnosed with ovarian cancer report that symptoms are persistent and represent a change from normal for their bodies.

Women who experience these symptoms almost daily for more than a few weeks should see their doctor.

How is the OVARYACT being funded?

MOCA is funding the campaign through the generous support of the Northern Lights League and the Diane Shuda Memorial Fund. The creative work on the campaign was done pro bono by StoneArch Creative and the website was done pro bono by MOCA partners, AWARE Web Solutions.

Facts about Minnesota Ovarian Cancer Alliance (MOCA)

- Founded in 1999 by a group of ovarian cancer survivors
- MOCA’s mission is to fund ovarian cancer research, raise awareness of the disease and provide support to women with ovarian cancer and their families.
- In just seven years, MOCA has awarded \$2 million for research in Minnesota, making the organization one of the largest non-governmental funders of ovarian cancer research in the nation.

For more information visit OVARYACT.org or call 612.822.0500