

MEDIA RELEASE

FOR RELEASE after 00:01 on 18 March 2019

NEW GLOBAL BLADDER CANCER PATIENT ORGANIZATION LAUNCHES

For the first time ever, people affected by bladder cancer - the 10th most common cancer in the world, with more than half-a-million new cases reported every year - will have a global voice.

BARCELONA, 18 March, 2019

The World Bladder Cancer Patient Coalition (WBCPC) officially launched today at the European Association of Urology congress in Barcelona, Spain.

The need is critical. Bladder cancer is the 10th most common cancer in the world, with more than half-a-million new cases reported every year.¹

Three major bladder cancer organisations, **The Bladder Cancer Advocacy Network (US), Fight Bladder Cancer (UK)** and **Bladder Cancer Canada** worked together to found the organization.

“Treatment, research and support for bladder cancer patients varies widely across the globe and even within countries,” said Ken Bagshaw, the current President of the World Bladder Cancer Patient Coalition. “It’s critical that we mobilize bladder cancer patient organizations across the world to help ensure the best possible outcomes for patients.”

“The World Bladder Cancer Patient Coalition unites patients around the world giving them a powerful voice in the fight against a lethal disease that significantly impacts not only their survival but also their quality of life,” adds Piyush Agarwal, of the Center for Cancer Research, (U.S.) National Cancer Institute. “The World Bladder Cancer Patient Coalition aims to create a global voice that hopes to alleviate much of the pain and suffering associated with bladder cancer.”

The mission of the World Bladder Cancer Patient Coalition is to:

- **Foster an international community of people affected by bladder cancer**
- **Advocate for access to the best possible bladder cancer information, support, and care**
- **Build alliances with health professionals, policy makers, academics, researchers, and industry**

The World Bladder Cancer Patient Coalition is governed by a board of directors, composed of people diagnosed with bladder cancer, carers of bladder cancer patients and those engaged with bladder cancer organizations at the national level.

The World Bladder Cancer Patient Coalition will officially launch at the European Association of Urology Congress #EAU19 in Barcelona on Monday 18 March 2019 at 16:00.

CONTACTS

Ken Bagshaw | +1-905-269-4728 | kenb@bladdercancercanada.org
Lydia Makaroff | +44 7427 547783 | lydia@fightbladdercancer.co.uk
Andrea Maddox-Smith | +1-301-215-9099 | amsmith@bcan.org



The new global voice of people affected by bladder cancer

¹ Source: <https://www.wcrf.org/dietandcancer/cancer-trends/bladder-cancer-statistics>