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.

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