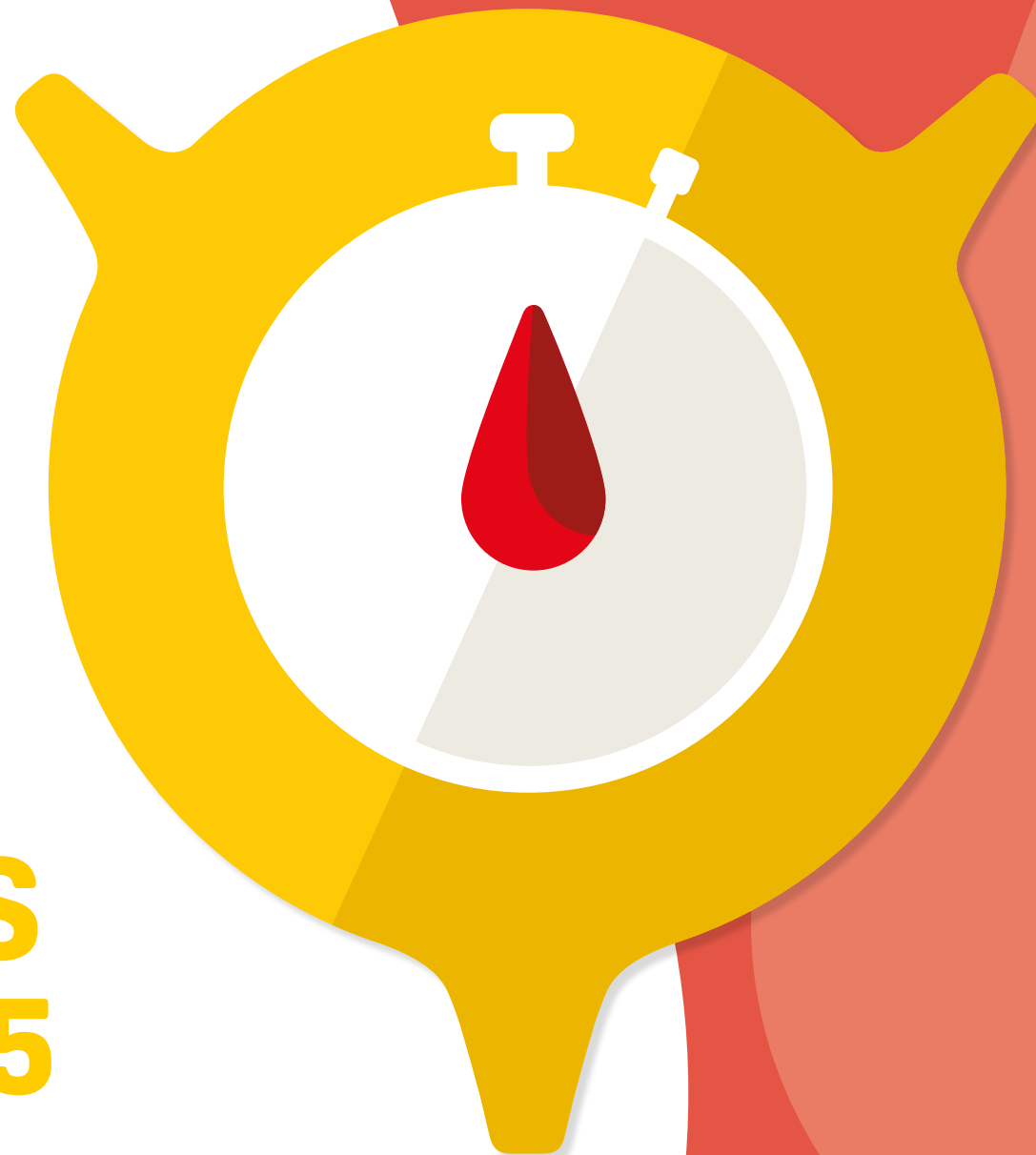




World Bladder
Cancer Patient
COALITION

BLADDER CANCER AWARENESS MONTH 2025

CAMPAIGN REPORT



THE IMPORTANCE OF RAISING AWARENESS

Each May, Bladder Cancer Awareness Month (BCAM) unites our global community to shed light on one of the most common yet often overlooked cancers. It's a time to amplify the voices of the 1.9 million people living with bladder cancer and to remind the 600,000 people diagnosed each year that they are not alone.

Our 2025 campaign continued to build momentum under the theme *"Feeling Unsure? Get Checked."* With a continued focus on early detection, this year's efforts expanded our reach and deepened engagement through interactive tools, multilingual resources, and stronger partnerships. The Unsure Icon, a visual cue reflecting the ambiguity of symptoms like blood in urine, remained a central symbol, prompting viewers to reconsider what they see and take action.

We also brought back our interactive game, **"Spot the Drop"** as a fun and accessible way to reinforce the message that early detection saves lives. The game was made available in multiple languages and used widely to engage people in conversations about the importance of acting quickly when symptoms appear.

"While we are making progress together, our mission continues. With your support, we will keep building awareness, challenging stigma, and encouraging action for early diagnosis. Together, each May and beyond, we bring bladder cancer out of the shadows and into the spotlight."

For the first time, our campaign materials were available in **26 languages**, breaking language barriers and ensuring that our awareness efforts reached more people and in more corners of the world than ever before.

We are hugely grateful to the tireless efforts of our members, partners, and supporters as our 2025 campaign reached more than 11 million people online and generated over 150,000 social media interactions.

YOUR PHOTO
YOUR VOICE

For Bladder Cancer Awareness Month

FEELING UNSURE? GET CHECKED.



Spark conversations about bladder cancer
this #BladderCancerMonth25

Across continents, people shared campaign messages, personal stories, and graphic materials, many of you wearing the Unsure Icon pins, proudly helping to raise the visibility of bladder cancer in their communities.

Thank you to each and every one of you.

Alex Filicevas

Executive Director of the World Bladder Cancer Patient Coalition

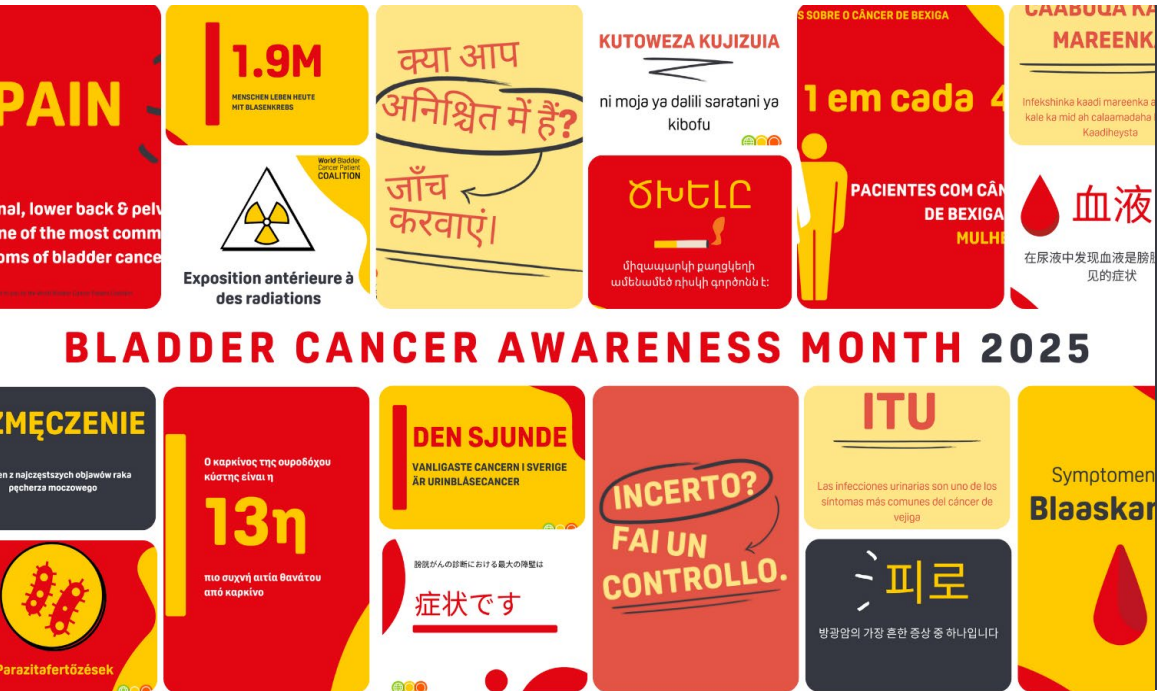
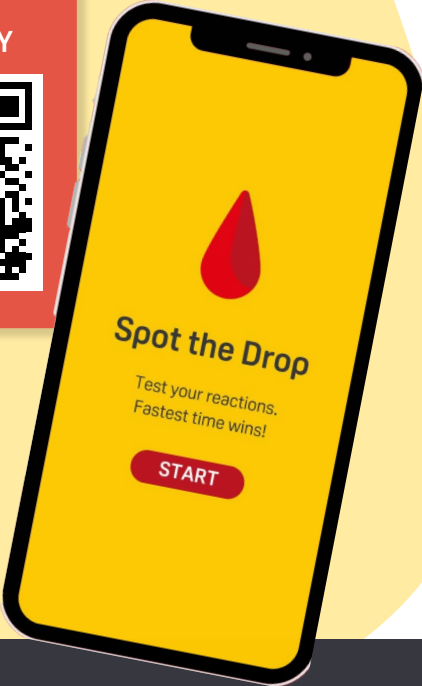
ADOPTING AN INNOVATIVE APPROACH

Bladder cancer continues to be one of the most common cancers in the world, yet awareness remains low. With the number of cases still rising, Bladder Cancer Awareness Month is more important than ever. It gives us the chance to shine a light on this overlooked disease and bring people together to take action.

In 2025, we built on the success of previous years with the theme **“Feeling Unsure? Get Checked.”** At the heart of our campaign was the Unsure Icon, a powerful image designed to make people stop and think twice about symptoms like blood in the urine, which are often missed or misunderstood. This symbol helped us highlight how important it is to recognise symptoms and speak to a doctor early.

To bring the message to life, we brought back the **Spot the Drop** game, an online challenge where players had to react quickly when spotting a drop of blood. The idea was simple: just like in real life, acting fast can make a big difference. The game was designed to be shared easily on social media, with players comparing their scores and encouraging others to try. This year, it was available in **16 languages**, helping us connect with even more people across the world.

We also shared a short animated video featuring the Unsure Icon, inviting people to pause and look again. The video encouraged awareness and early action and was available in six languages to help spread the message further. For the first time, our campaign visuals were translated into **26 languages**, making the campaign more inclusive and accessible than ever before.



To help people and organisations get involved, we also created a range of tools and resources:

Posters for healthcare

Designed for clinics and hospitals, helping raise awareness among healthcare professionals as well as their patients

Social media toolkit

A ready-to-use pack of posts and visuals in several languages, making it easy to share key facts about bladder cancer.

None of this would have been possible without the collaboration and contributions of our coalition members, dedicated partners, and generous sponsors. Together, we made it easier than ever to raise awareness and ensure that no one facing bladder cancer feels invisible.

Inclusive materials

Resources in a wide range of languages so that language was not a barrier to participation.

Activation toolkit

A complete guide for anyone wanting to join the campaign, whether they were planning an event or simply sharing information online.

Member support

We held regular calls with our member organisations to understand their needs, offer support, and help them make the most of the campaign in their communities.

KEY ACHIEVEMENTS THIS YEAR

GLOBAL REACH



Our 2025 campaign reached over **12.5 million people** across social media platforms, spreading essential information and life-saving messages to communities around the world.

INTERACTIVE ENGAGEMENT



More than **3,400 people** played our multilingual game “Spot the Drop,” reinforcing the importance of early detection through an engaging, shareable tool.

COMMUNITY PARTICIPATION



The campaign generated over **150,000 social media interactions**, including likes, shares, comments, and challenges, highlighting the global community’s active support and involvement.

LANGUAGE ACCESSIBILITY



For the first time, campaign visuals were made available in **26 languages**, making BCAM 2025 our most inclusive and far-reaching campaign yet.

OUR RESULTS

Every year, Bladder Cancer Awareness Month (BCAM) builds on the momentum of past campaigns to reach further, engage more deeply, and raise the profile of bladder cancer worldwide. In 2025, we continued this upward trend, working alongside our global network of members, partners, and patient advocates to shine a brighter light on this overlooked disease.

IMPACT AND IMPORTANCE

The impact of our 2025 campaign goes beyond numbers – it is about changing the way people see, speak about, and respond to bladder cancer.

Throughout May, conversations sparked by our campaign spread across countries, languages, and communities. With the return of the interactive “Spot the Drop” game and the continued power of the Unsure Icon, we created meaningful touchpoints that invited people to pause, reconsider their symptoms, and take action.

This growing engagement shows that our approach is working: bladder cancer is no longer a silent disease. It’s becoming part of the public conversation, one post, one game, one shared story at a time.

These moments of interaction are more than clicks. They are small but powerful steps toward breaking taboos, confronting stigma, and helping people recognise that early detection saves lives.

People and organisations around the world joined the movement, posting, sharing, and starting conversations using our campaign hashtags:

#BladderCancerMonth25
#SpotTheDrop
#UnsureIcon
#GetChecked

– which were used over **5,000 times** throughout the month.

Thanks to this collective effort, we are not only reaching more people but also helping to shift the narrative: making bladder cancer more visible, encouraging earlier diagnosis, and fostering solidarity across borders.

Our resources were available in the following **5 languages** and used across the globe in these **64 countries**

ENGLISH United States, United Kingdom, Canada, Australia, South Africa, Nigeria, India, Philippines, Kenya, New Zealand	SPANISH Spain, Mexico, Argentina, Colombia, Peru, Chile, Ecuador, Venezuela, Guatemala, Cuba	FRENCH France, Canada, Belgium, Switzerland, DR Congo, Ivory Coast, Senegal, Cameroon, Haiti, Madagascar	ITALIAN Italy, Switzerland, San Marino, Vatican City
ARABIC Egypt, Saudi Arabia, UAE, Morocco, Algeria, Tunisia, Iraq, Jordan, Lebanon, Sudan	HINDI India, Fiji	KISWAHILI (SWAHILI) Tanzania, Kenya, Uganda, DR Congo, Rwanda	ZULU South Africa
	HUNGARIAN Hungary		DUTCH Netherlands, Belgium, Suriname, Aruba, Curaçao
	SOMALI Somalia, Djibouti		SWEDISH Sweden, Finland (Åland Islands)



ENCOURAGING GLOBAL PARTICIPATION

This year marked a new milestone in our campaign. With resources available in **26 languages**, we saw more global participation than ever before. It was inspiring to witness our members, partners, patients, patient advocates, and the general public using these materials to raise awareness in their communities, from hospitals and clinics to social media and local events. The response truly reflected the strength of our global community and the shared commitment to shine a light on bladder cancer.

Continuing a successful initiative from previous years, we once again distributed hundreds of **Unsure Icon pins** to our members worldwide. Now in its **third year**, the Unsure Icon has become a familiar and recognisable symbol of our campaign. These pins were worn proudly during awareness activities, interviews, and events, helping to spark conversations and raise visibility for our shared mission.

In 2022, we initiated the **Bladder Cancer Awareness Month (BCAM) Grant Programme** to enhance bladder cancer patient advocacy and awareness in low- and middle-income countries by helping to offset some of the costs associated with these activities.

In 2025, we received over **47 applications**, a remarkable increase from previous years, showing the growing recognition of the programme and the ongoing need for support in our community. In response, we expanded the BCAM Grant Programme by increasing the funding available and awarding grants to a greater number of organisations.

We are proud to share that **Five grants** were awarded this year to dedicated advocates in **Colombia, Nepal, Kenya, Nigeria and Senegal**, selected from an incredibly diverse pool of applications.

BCAM GRANT AWARDEE SPOTLIGHT



For the fourth consecutive year, the World Bladder Cancer Patient Coalition offered the Bladder Cancer Awareness Month Grants (BCAM Grant) for the 2025 Bladder Cancer Awareness Month. The BCAM Grant aims to enable patient organisations, support, or advocacy groups in low and middle-income countries to bring awareness to bladder cancer in their communities.



FUNDACIÓN PROYECTO CÁNCER (FUPROCER) – COLOMBIA

Campaign title: Are you worried?

Key Activities

- Created and shared at least five awareness videos via YouTube and Instagram
- Organised in-person talks with urology patients to promote early detection
- Ran a personalised social media campaign based on a survivor’s testimony
- Used simple language and visuals to demystify symptoms and encourage action
- Shared content across multiple platforms to maximise visibility nationally

Impact Highlights

- Over 4,600 video views across platforms
- Nearly 330 interactions (likes, comments, shares)
- More than 1,300 people reached directly online
- Generated new public conversations around a little-known disease in Colombia

Why they took action

This campaign was led by a bladder cancer survivor and it was carried a deeply personal message, helping to break the silence around the disease through lived experience. Motivated to turn that testimony into public awareness, FUPROCER aimed to educate the public about the disease, especially in a context where it is still largely unknown. The campaign addressed a critical need for information and visibility, particularly among patients and healthcare providers in Colombia.

What they did in May

Throughout May, FUPROCER ran a multi-platform awareness campaign using social media, videos, and in-person discussions. They produced and shared a series of original awareness videos inspired by the personal story of the campaign lead. These were shared across Facebook, Instagram, LinkedIn, and YouTube. In addition, FUPROCER organised 5 talks with urology patients to directly share information about symptoms and risk prevention.

How they made it local

The campaign was shared using platforms familiar to the Colombian audience and tailored in tone and content to local relevance. Videos were created in Spanish, drawing from lived experience and cultural context to make the message more relatable. In-person conversations with patients helped bridge the digital divide and ensured engagement beyond online platforms. Through a mix of pre-recorded videos, Instagram Reels, and livestreams, the campaign used versatile media formats to reach people across different platforms and age groups.

What changed

The campaign gained solid traction across social media, collectively generating over 4,600 video views, nearly 330 interactions, and reaching more than 1,300 people online. But more importantly, it opened the door to new conversations about bladder cancer, both online and in person. People began engaging with the content, asking questions, and reflecting on symptoms they might have otherwise ignored. By combining lived experience with clear, relatable messaging, the campaign helped demystify bladder cancer for local audiences, transforming it from an unfamiliar condition into something people could recognise, talk about, and act on.

A VOICE FROM THE GROUND

“This campaign came from my own story, and seeing it resonate with others made me realise how powerful awareness can be. We’re starting conversations that didn’t exist before, and that’s where change begins.”

Oscar Rodríguez
Founder
Fundación Proyecto Cáncer

BCAM GRANT HIGHLIGHTS



DESERT SCORPIONS F.C. – KENYA

Campaign title:
Play it Safe. Get Checked.

Key Activities

- Integrated bladder cancer awareness into official competitive football matches
- Branded team kits with awareness messages worn across multiple counties
- Partnered with the Kenya Cancer Institute and Texas Cancer Centre for educational support and referrals
- Conducted community-level awareness sessions during league events
- Shared campaign videos and matchday content on Facebook and other platforms

Impact Highlights

- Reached over 5,000 people online and more than 2,000 through in-person matchday engagement
- Videos received approximately 1,500 organic views
- Held three community awareness sessions with healthcare partners
- Referred at least five individuals showing symptoms for medical follow-up
- Mobilised over eight football teams to participate and spread awareness

Why they took action

In many communities across Kenya, bladder cancer remains misunderstood or entirely unknown. After hearing stories of people diagnosed too late simply because they didn't recognise the symptoms, the Desert Scorpions F.C. team felt compelled to act. As a football club with national reach and influence, they saw an opportunity to use their platform to raise awareness and bring crucial information directly to people who might never otherwise encounter it. This campaign was inspired by a desire to turn uncertainty into action, making bladder cancer part of the conversation at the grassroots level.

What they did in May

Throughout their competitive league season, Desert Scorpions F.C. transformed every match into a moment for awareness. Players wore bladder cancer-branded kits, shared messages with fans before and after games, and promoted educational content online. The campaign was not limited to one-off events, it was fully integrated into the team's official fixtures, making every appearance a chance to educate. The club also partnered with the Kenya Cancer Institute and Texas Cancer Centre to host community engagement sessions and provide referral pathways for people showing symptoms. Awareness was amplified online through videos and matchday content shared across their platforms. More than just a campaign, it became a mobile movement, carrying bladder cancer awareness from county to county through sport.



How they made it local

Bladder cancer awareness was embedded in a culturally relevant and widely loved activity: football. By integrating the campaign into competitive league play, Desert Scorpions F.C. made the message feel natural and immediate to fans. From stadium announcements and grassroots events to jerseys and social media, they delivered health education in a format the community trusted, through the voice of their local team.

What changed

The campaign reached over 5,000 people online, with an additional 2,000+ fans engaged directly at matchdays and community events. Matchday videos received more than 1,500 views, and at least five individuals showing symptoms were referred for medical follow-up thanks to the support of partnering health organisations.

Most powerfully, the campaign built a new bridge between sports and health, creating a model for awareness that is relatable, sustainable, and scalable. It also sparked internal growth: the team now plans to register a formal entity to continue health advocacy through football, expand their work to all 47 counties, and introduce screening and education across Kenya's sports networks.

A VOICE FROM THE GROUND

"We believe in the power of football to save lives. This campaign showed us what's possible when sport becomes a voice for health, it's just the beginning."

Charles Frazier Otieno Ogada
Team Manager
Desert Scorpions F.C.



BCAM GRANT HIGHLIGHTS



EQUITABLE MEDICAID AND CLINICAL RESEARCH – NIGERIA

Campaign title: Naija Bladder Health Awareness

Key Activities

- Produced a 7-minute educational video explaining bladder cancer in simple terms
- Held a public health talk at Millennium Park with live Q&A on symptoms and early detection
- Carried out a market awareness drive with informal conversations among traders and buyers
- Distributed 250 flyers and 20 posters to hospitals and public spaces
- Engaged 300+ volunteers to share content via WhatsApp for broader community reach

Impact Highlights

- Educational video viewed by over 15,000 people online
- Market outreach reached more than 50 individuals with in-depth conversations
- 64 people attended the full public session despite heavy rain
- 55 follow-up phone calls received, including from people living with bladder cancer
- Raised awareness of bladder cancer for the first time in many urban communities

Why they took action

While awareness of breast and prostate cancer is growing in Nigeria, bladder cancer remains virtually unknown. The team at Equitable Medicaid and Clinical Research kept hearing the same troubling stories, patients discovering they had bladder cancer only when it was already advanced, often having ignored symptoms like blood in urine. They realised the problem wasn't just stigma, it was silence. Most people simply didn't know bladder cancer existed.



A VOICE FROM THE GROUND

"People told us they were familiar with cancer, but had never heard of bladder cancer before. You can't watch for symptoms of a disease you don't know exists."

Ugbede-Ojo Dominic Kadiri
Co-Founder
Equitable Medicaid and
Clinical Research Ltd/Gte

What changed

The campaign reached over 15,000 people online through the educational video alone, which was also widely shared via WhatsApp with support from over 300 volunteers. Offline, the team spoke directly with more than 50 people at the markets and reached 64 participants at the park session. Crucially, 55 people followed up by calling for more information, including individuals already living with bladder cancer who felt empowered to speak privately for the first time. For many, it was their first time hearing that bladder cancer exists.

What they did in May

The team launched a community-focused awareness campaign to bring the conversation directly to everyday Nigerians. They produced a 7-minute educational video in plain language, using relatable visuals to help people understand symptoms and risk factors. At Millennium Park in Abuja, they hosted a public health talk for 64 participants, where their medical team explained symptoms in accessible terms. They also went to the markets, engaging traders and shoppers in informal conversations. These one-on-one chats helped address questions in real time and were key to breaking down misconceptions. In total, over 250 flyers were distributed and 20 posters displayed in hospitals and public spaces.

How they made it local

The campaign was rooted in the language and pace of everyday life. Instead of formal lectures, they opted for peer-to-peer discussions in markets. By using simple language, local comparisons, and informal outreach, the team connected authentically with communities often excluded from health education.



BCAM GRANT HIGHLIGHTS



HEALTH CARE ASSOCIATION OF NEPAL – NEPAL

Campaign title: Challenging Uncertainty Around Symptoms

Key Activities

- Launched a nationwide digital contest for youth to submit posters, poems, stories, and videos
- Organised interactive awareness sessions in schools with students and teachers
- Produced a Nepali-language podcast featuring a bladder cancer survivor and urologist
- Shared WBCPC materials and BCAM content to spark conversations on social media
- Blended online storytelling with in-person outreach to reach diverse audiences

Impact Highlights

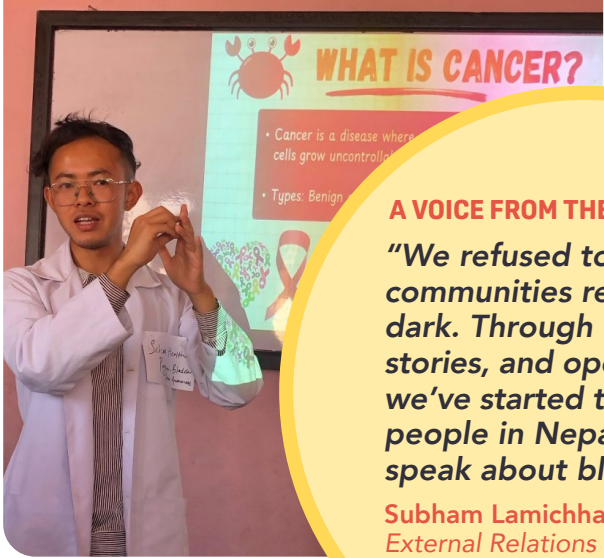
- Reached over 50,000 people through digital and community engagement
- Facebook campaign reached more than 158,000 users with over 7,400 engagements
- Podcast received over 1,800 views and 100+ hours of listening
- Educated more than 1,200 students and teachers in school sessions
- First time many participants had ever heard of bladder cancer

Why they took action

In Nepal, bladder cancer remains largely unknown, silenced by stigma, lack of public health messaging, and misinformation. Medical students and youth volunteers behind the Health Care Association of Nepal (HCAN) saw this firsthand during clinical rotations, where patients often arrived with advanced bladder cancer, having never heard of early symptoms or risk factors. Determined to break the silence, they launched a nationwide youth-led campaign, the first of its kind in Nepal to confront uncertainty and spark open conversations around bladder health.

What they did in May

HCAN ran a dynamic hybrid campaign that combined online creativity with community outreach. A nationwide digital contest invited young people to turn medical facts into poems, posters, and videos in multiple languages, including regional ones like Maithili. In-person school sessions reached hundreds of students and teachers, transforming classrooms into spaces of learning and advocacy. They also produced a podcast in Nepali featuring a bladder cancer survivor and a urologist, helping to humanise the disease and tackle myths. Social media activity surged throughout May, as WBCPC materials and campaign content were widely shared and discussed across platforms and within communities.



A VOICE FROM THE GROUND

"We refused to let our communities remain in the dark. Through creativity, stories, and open conversations, we've started to change how people in Nepal see and speak about bladder cancer."

Subham Lamichhane
External Relations Manager
Healthcare Association of Nepal



How they made it local

From regional-language videos to school-based learning, the campaign was built with local relevance in mind. Youth-led, culturally sensitive, and available in the languages people speak at home, HCAN's approach prioritised accessibility, inclusion, and long-term impact.

What changed

The campaign reached over 50,000 people through a mix of digital and community engagement, and more than 158,000 people on Facebook alone with 7,400+ engagements and over eight days of total video watch time. The Nepali-language podcast drew 1,800+ views and 100+

hours of listening. In schools, over 1,200 students were educated, and follow-up activities showed strong knowledge retention and curiosity. This marked the first time many participants had ever heard of bladder cancer. What began as a one-month initiative is now being explored as a potential yearly programme to reinforce awareness and improve early diagnosis in underserved areas.

BCAM GRANT HIGHLIGHTS



BLADDER CANCER – SENEGAL

Campaign title: Breaking the Silence: Bladder Cancer Awareness in Senegal

Key Activities

- Organised a multi-language campaign in French, Wolof, and English
- Hosted a Fashion & Sport Awareness Festival attended by patients, youth, and athletes
- Featured in an international BBC Africa interview highlighting bladder cancer awareness
- Collaborated with the Dakar 2026 Olympic team on World No Tobacco Day
- Held meetings with the Ministries of Health and Family/Solidarity to advocate for patient support

Impact Highlights

- Daily multilingual social media posts boosted national and international engagement
- BBC Africa coverage brought the message to a broader global audience
- Hundreds of people attended campaign events across communities
- Marked the first national bladder cancer awareness initiative in Senegal
- Opened lasting dialogue around stigma, mental health, and early detection

Why they took action

In Senegal, bladder cancer is a largely unspoken disease, especially among women. Taboos, misinformation, and cultural silence have left many people unaware of the risks or symptoms. This was the first-ever nationwide bladder cancer awareness campaign in Senegal, built to start bold conversations and make sure no one faces this disease in silence.

What they did in May

Bladder Cancer Senegal delivered a vibrant and inclusive campaign during May 2025, combining media outreach, fashion, sport, and community engagement. Activities were held in French, Wolof, and English, ensuring messages reached people in the languages they speak at home. The campaign included a Fashion & Sport Awareness Festival, a feature on BBC Africa, and high-level discussions with the Dakar 2026 Olympic team on World No Tobacco Day. They also opened formal dialogue with government ministries, pushing bladder cancer into national health conversations for the first time. It was a groundbreaking effort that made bladder cancer visible in schools, stadiums, salons, and social media feeds alike.



How they made it local

The team leaned into Senegal's rich cultural and linguistic diversity, choosing fashion, sport, and community events to meet people where they are. By creating content and conversations in Wolof, French, and English, and by connecting with women, athletes, youth, and policymakers they ensured no audience was left out.



What changed

This campaign shifted the national narrative. Hundreds of people attended the Fashion & Sport Awareness Festival, including patients, athletes, and families. Engagement surged across social media, thanks to daily multilingual posts. Their BBC Africa feature reached international audiences, and meetings with government ministers began shaping long-term change. Most importantly, the campaign sparked dialogue around stigma, early detection, and the mental health impact of bladder cancer, topics that had never been addressed publicly in Senegal before.



A VOICE FROM THE GROUND

"We're not just raising awareness, we're building a more compassionate, informed society where people can speak openly about bladder cancer and get the support they need."

Aminata Samuel
Executive Director
World Children's Relief

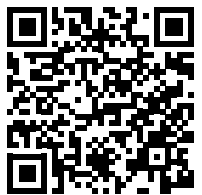
CAN WE COUNT ON YOU NEXT YEAR?

READY TO GO FURTHER IN 2026?

Bladder cancer does not take a break, and neither do we. With the number of cases on the rise worldwide, the need for awareness, early detection, and strong community engagement has never been greater.

In 2025, we saw our most global participation yet, but we are just getting started. No matter who you are or where you are, you have a role to play. Whether you're sharing a post, hosting an event, or helping translate resources, your actions help us go further.

So, how can you get involved next year?



If you are ...

an individual

- 1 Subscribe to our monthly and quarterly newsletter for the latest updates.
- 2 **Follow and tag** us on social media, and keep the conversation going year-round.
- 3 Play “**Spot the Drop,**” challenge your friends, and help raise awareness in a fun, simple way.
- 4 Need materials in your language? **Reach out, we are here to help.**

a community or organisation

- 1 Share your impact: **Post about your local initiatives** and use our campaign hashtags.
- 2 **Get support:** Book a quick call with our team to explore how we can support your local activities.
- 3 **Join our newsletter** to receive toolkits, case studies, and campaign inspiration to tailor our support to your community's needs.
- 4 **Bring the Unsure Icon to your community:** Request pins for clinics or local awareness events.

an industry organisation

- 1 Follow our social media to see how we're making a difference together.
- 2 Explore our existing partnerships and sponsors on our website.
- 3 Interested in joining us? **Let's talk about sponsorship** opportunities and how you can help drive awareness forward. sponsors on our website.

CONCLUSION



A heartfelt thank you to everyone who made this year’s Bladder Cancer Awareness Month a success. Your involvement — whether online, in your community, or behind the scenes, continues to power this global movement and push bladder cancer awareness further every year.

We’re especially grateful to our member organisations, whose energy and commitment brought the campaign to life across so many countries. Their local initiatives not only expand our reach, they strengthen our shared voice and remind us that, together, we are making a real difference.

We look forward to building on this momentum in 2026, and we are glad to have you with us.



THANK YOU TO OUR MEMBERS



THANK YOU TO OUR PREMIER PARTNERS



THANK YOU TO OUR SPONSORS



THANK YOU TO EVERYONE WHO HAS TAKEN A STEP WITH US TOWARDS INCREASING BLADDER CANCER AWARENESS ACROSS THE GLOBE.

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