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## **Celebrities Across the Gamut Give their Support to the Ovarian Cancer National Alliance**

***Academy Award Winning Actress, Lead Female Auto Race Car Driver, Music Rock Star and 2008 Olympic Athletes Come Together to Support Ovarian Cancer Awareness***

**SEPTEMBER 22, 2008 (WASHINGTON, DC):** The Ovarian Cancer National Alliance's (OCNA) goal is to reach hundreds of thousands of women in the United States to educate them about the symptoms of ovarian cancer. With the help of a wide range of celebrities and athletes such as Kathy Bates, Danica Patrick, Janet Jackson and Dara Torres, OCNA is off to a good start!

Raising awareness about ovarian cancer on a national and local level is essential because diagnosing the disease is difficult. The number of women diagnosed with ovarian cancer in its early stages is so small that the survival rates continue to be low. In more than 30 years since the War on Cancer was declared, ovarian cancer mortality rates have not significantly improved. About 22,000 American women will be diagnosed with ovarian cancer in 2008 and about 15,000 women will die from the disease.

When **Kathy Bates** agreed to share her personal fight with ovarian cancer for the first time publicly this September, OCNA took this responsibility very seriously.

"OCNA recognizes the personal strength it took Kathy to talk publicly about her run-in with cancer," says Karen Orloff Kaplan, Chief Executive Officer of OCNA. "We appreciate her willingness to share her story and be an advocate for the organization in its mission to educate women across the country about ovarian cancer."

Ms. Bates filmed a 30-second TV Public Service Announcement (PSA) about ovarian cancer and its symptoms and sat down with OCNA for a more personal, in-depth interview about her experience with the disease and how she was diagnosed.

***"As an ovarian cancer survivor, I have decided to join forces with the Ovarian Cancer National Alliance by sharing my story and helping educate women about one of the deadliest cancers affecting women today."*** - Kathy Bates

Ms. Bates' PSA is running in New York City taxi cabs during the last week of September, Ovarian Cancer Awareness Month. The PSA and longer in-depth interview will be released via TV networks nationwide as well.

OCNA is thrilled to team up with **Dara Torres**, a 5-time Olympic swimmer champion. The ovarian cancer community needs a woman like Torres because she is a champion to both men and women everywhere. She is the ultimate example of the power of mind, body and spirit and what is possible when you put your mind toward a goal.

Ms. Torres is showing her support for OCNA by featuring its logo on her website, <http://daratorres.com/sponsors.php>, so that visitors and fans may learn more about ovarian cancer awareness and how to join in the fight to conquer this disease.

***"You don't have to be an Olympic athlete to be in tune with your body, especially when it comes to ovarian cancer. Simply knowing your body and being aware of ovarian cancer's symptoms can make all the difference in terms of early detection. I am supporting the Ovarian Cancer National Alliance with the hope to inspire others to join along and help spread the word."*** - Dara Torres

When **Danica Patrick**, one of the most popular female auto race car drivers in America, offered to lend her hand to OCNA to raise awareness about ovarian cancer, she came to the table in a huge way. Danica produced a 30-second radio PSA about ovarian cancer and its symptoms, which ran on over 100 stations during the last game of the season (game coverage was provided by IMS Productions). Ms. Patrick put three teal awareness ribbon stickers on her race helmet to help show support as well. Finally, Ms. Patrick posted information on her web site ([www.danicaracing.com](http://www.danicaracing.com)) about ovarian cancer and linked up to OCNA's web site for additional resources and facts.

***“Ovarian Cancer is a disease that we cannot afford to overlook. We need more research and awareness efforts to conquer this cancer. I am teaming up with the Ovarian Cancer National Alliance to show my support for finding an early detection test and a cure for this horrible disease” - Danica Patrick***

#### **DID YOU KNOW?**

- Ovarian cancer is one of the deadliest female cancers because there are no early detection tests or a cure.
- Approximately 22,000 American women will be diagnosed with ovarian cancer in 2008 and about 15,000 women will die from the disease.
- Early recognition of symptoms is the best way to save women's lives. Detected and treated early, five year survival is greater than 90%.
- Until there is a detection test; **awareness of ovarian cancer symptoms is a woman's best defense.**

Corporations and celebrities also have joined forces to support OCNA in the following ways:

■ **Cartier and Janet Jackson** selected OCNA as one of the official charities in its LOVE Charity Bracelet campaign. The LOVE bracelets are being sold at Cartier boutiques nationwide with a percentage of the bracelet benefiting OCNA. Thanks to the Love Charity campaign, Cartier and Janet Jackson are playing a key role in raising awareness around ovarian cancer and the importance of early detection.

■ **Frosted Pink with a Twist**, a dynamic television special that joins members of the **2008 US Olympic Gymnastics team** with **Grammy-Award winning music talent**, is raising awareness about cancers affecting women including ovarian, breast and cervical. OCNA is one of the four beneficiary partners for the program along with the National Breast Cancer Coalition, the National Coalition for Cancer Survivorship and the Gynecologic Cancer Foundation. The program sponsor partners include **sanofi-aventis, Wachovia, Nationwide Insurance, Merck & Co., Inc., Laura Ashley, and Cream of Wheat** -- all of whom will be distributing information to their audiences about ovarian, breast and cervical cancers. The Frosted Pink with a Twist™ will air nationally on ABC from 4:00PM to 6:00PM (EST) on Sunday October 12, 2008.

“Ovarian cancer is a dreadful disease because there is no early detection test and no cure, which results in very low survival rates,” says Karen Orloff Kaplan. “With the numerous fans of Kathy Bates, Danica Patrick, Dara Torres and Janet Jackson and more, OCNA is sure that their public support will significantly help to increase attention to this incurable disease.”

For more information about National Ovarian Cancer Awareness Month or these efforts, please contact Faryl Greller, Director of Communications & Marketing at OCNA by phone at 202.331.1332, ext. 307 or email at [fgreller@ovariancancer.org](mailto:fgreller@ovariancancer.org).

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**The Ovarian Cancer National Alliance is a not-for-profit umbrella organization of national, regional and local scope that focuses on saving the lives of women who have or will have ovarian cancer through advocacy, education and awareness efforts.**

[www.ovariancancer.org](http://www.ovariancancer.org)