



MEDIA RELEASE

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OvarianCancerAustralia



Showbiz Rolls Out the TEAL Carpet In February in the Fight Against Ovarian Cancer!

Showbiz - Touching and Saving the Lives of Women Diagnosed with Ovarian Cancer

In an industry first in Australia, Showbiz International has once again taken the lead in innovative thinking providing awareness and fundraising support to Ovarian Cancer Australia in its annual Ovarian Cancer Awareness Month throughout February.

With teal being the international colour representing ovarian cancer, during the month-long annual awareness campaign Showbiz will donate a Teal Ribbon when customers book any ticket or package during February to see a concert or show anywhere in Australia through **showbiz.com.au**.

Ovarian Cancer Australia's National Ambassador Jean Kittson said, "This year more than 1200 women will be diagnosed with ovarian cancer and sadly, around 800 will die from the disease.

"With the only means of early detection being to recognise the symptoms, our priority in 2011 is to ensure that every woman understands that there is no early detection test for ovarian cancer; that a Pap smear does **NOT** detect the disease and; that only knowing and identifying the symptoms can aid in early detection that can save lives," Ms Kittson said.

"Currently, 75% of women are diagnosed with ovarian cancer in the advanced stages and don't live beyond five years. And yet, if diagnosed early, the majority of those women can survive."

Ms Kittson went on to say, "With one in 77 Australian women developing ovarian cancer in their lifetime, and one woman dying from this devastating disease every 11 hours, the message to all Australian women is clear - learn the symptoms of ovarian cancer today – Don't leave it until the 11th hour!"

The Australian star of comedy and television applauded Showbiz' unique support for Ovarian Cancer Australia saying, "Preventing ovarian cancer and saving lives through education is all about creating awareness of the symptoms of the disease.

"With Showbiz throwing its full creative weight behind this campaign to reach new and existing customers with our message, this year's awareness campaign will be guaranteed to inform more woman than ever before, meaning that early diagnosis is much more likely and lives can be saved.

"We are extremely grateful to have such high level strategic corporate support from one of Australia's leaders in entertainment," Ms Kittson said.

Showbiz' unique partnership includes: donating a Teal Ribbon for every package purchased by Showbiz customers during February; online promotion to generate awareness of the symptoms via links to Ovarian Cancer Australia's website and; publicizing the fundraising initiatives Afternoon Teal™ and Touch of Teal events to their customers to raise vital funds that will help women and their families who have been touched by ovarian cancer.

Having lost a very close friend and colleague to ovarian cancer herself, Ovarian Cancer Australia's Afternoon Teal™ Ambassador Jean Kittson, knows how significant this support is. Knowing what it will mean to the women who are diagnosed with the disease she urged Australians to get behind this initiative and help support women with ovarian cancer and their families.

“In February, if you’re going to purchase a ticket or package to see a concert or show, make it a Showbiz package at showbiz.com.au and help make a real difference to women affected by this insidious disease.”

“And for Valentine’s Day, if you’re planning on giving the gift of entertainment, do it through Showbiz and know that you’ll not only be giving your sweetheart a great night out, you’ll also be helping someone’s sister, someone’s daughter, someone’s friend, someone’s partner or someone’s mother,” said Ms Kittson.

Showbiz International Chief Executive Officer Craig McMaster said, “Showbiz is proud to support this important initiative in partnership with Ovarian Cancer Australia.

“Because many of our customers are women we are pleased to be able to help raise funds and most importantly, raise awareness that will have a positive impact on saving the lives of Australian women around the country,” Mr McMaster said.

To support this initiative, book your tickets, Stay & See®, Dinner & Show or Encore Class® packages from February 1 by calling: 1300 4 SHOWS (or 1300 4 74697) or visit www.showbiz.com.au

Teal Ribbon Day is Wednesday 23rd February!

For more information about ovarian cancer and Ovarian Cancer Australia:

Phone: 1300 660 334

Email: admin@ovariancancer.net.au

Website: www.ovariancancer.net.au



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Contact Insight Communications for more information, photographs or to arrange an interview.

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National Ambassador Jean Kittson

An accomplished comedian, actress and writer, Jean Kittson is an Australian comedy legend. Jean came to national attention on 'The Big Gig'. Followed by Let The Blood Run Free, Kittson Fahey, the 'Great Debate' series as well as 'Good News Week', the Glasshouse and The Einstein Factor. Most recently she was a judge on Strictly Speaking and a guest on Talking 'bout Your Generation.

Jean is a regular on ABC radio 702, and writes a column for Health Smart Magazine.

Jean was also a very close friend and colleague of one of Ovarian Cancer Australia's founding directors, Lynda Gibson. As an ambassador, Jean has fulfilled many emcee roles for Ovarian Cancer Australia as well as promoting the cause wherever she goes.



JOURNALIST NOTES

Ovarian Cancer Disease Facts – An Overview

- * There is no early detection test – a Pap smear does NOT detect ovarian cancer
- * 1 in 77 Australian women will be diagnosed with ovarian cancer in their lifetime
- * Knowing the symptoms is the only means of early detection
- * Early detection may save your life!
- * In 2011, more than 1200 Australian women will be diagnosed with ovarian cancer
- * More than 800 will die from the disease – that's 1 woman every 11 hours
- * 75% of women are diagnosed in the advanced stages and will not live beyond 5 years
- * Ovarian cancer is the 6th most common cause of cancer death in Australian women
- * Ovarian cancer can affect women of all ages – girls as young as 7 have been diagnosed. But the risk of getting ovarian cancer increases with age. The average age for an ovarian cancer diagnosis is 64
- * The majority of Australian women DON'T know the symptoms of ovarian cancer but almost all women with ovarian cancer suffer symptoms
- * To ensure a good chance of survival it is essential that ovarian cancer is caught in the early stages
- * If found in the early stages, the majority of women will be alive and well after five years
- * Awareness of symptoms is the principal means of early diagnosis to save lives!
- * Continuity in healthcare may help GPs to diagnose ovarian cancer symptoms

Disease Symptoms

Every woman needs to know the symptoms of ovarian cancer which may include:

- * Increased abdominal size or persistent bloating
- * Unexplained abdominal or pelvic pain
- * Difficulty eating and feeling full quickly
- * Needing to urinate more often or urgently or a change in bowel habits
- * When these symptoms are new and persist for more than two weeks, see your GP and ask them to consider the possibility of ovarian cancer
- * Ovarian cancer can only be confirmed at the point of surgery. If ovarian cancer is suspected, a GP will recommend tests which can suggest if ovarian cancer is a possibility, these include the CA125 test, and a trans-vaginal ultrasound, but these tests cannot be used to screen for, or diagnose ovarian cancer

Ovarian Cancer Australia's One-Stop-Shop Website

A hub of information about ovarian cancer dedicated to raising awareness of the disease and providing information and support options for women diagnosed and their families including:

- * Symptoms of ovarian cancer
- * Reducing your risk
- * How ovarian cancer is treated and locating a gynaecological oncologist near you
- * Support groups in each state
- * Tips and advice for carers, family and friends of women with ovarian cancer
- * Links to relevant support and information organisations
- * Research organisations in Australia and research news
- * Clinical trials and how to join a trial
- * Personal stories of women diagnosed
- * Online forum
- * Fact sheets including:
 - o Early menopause
 - o Coping with chemotherapy
 - o Complementary therapies
 - o Staying well



About Ovarian Cancer Australia

Ovarian Cancer Australia is a national not-for-profit organisation providing support and advocacy for people affected by ovarian cancer, and is the peak body for ovarian cancer awareness and prevention in Australia.

In 2011, Ovarian Cancer Australia will be celebrating its tenth anniversary. It is the country's only national organisation delivering ovarian cancer awareness and support to women and their families affected by the disease and is a partner of a national research program working toward diagnosis and treatment for ovarian cancer.

Ovarian Cancer Australia's Vision Is To Ensure That:

Every Australian woman knows the symptoms of ovarian cancer and everyone affected by ovarian cancer feels personally supported and well informed about the latest treatment and research.

Ovarian Cancer Australia's Mission Is To:

- * **Support** women with ovarian cancer, their families, friends and carers with compassionate support programs and practical resources.
- * **Educate** communities and individuals about the disease and increase their awareness of symptoms and the latest treatment, research and clinical trials from across Australia.
- * **Advocate** to improve outcomes, treatment and quality of life for women with ovarian cancer.

For more information about Ovarian Cancer Australia or ovarian cancer, or to make a tax deductible donation or purchase Teal Ribbons (minimum quantity of 5 at \$2 each) please contact Ovarian Cancer Australia. Phone: 1300 660 334 - Email: admin@ovariancancer.net.au - Website: ovariancancer.net.au

Ovarian Cancer Australia Exists To:

- * Save women's lives by raising awareness of the symptoms of ovarian cancer
- * Educate communities and individuals about the disease and the latest treatment and research
- * Support those touched by ovarian cancer with compassionate programs and practical resources
- * Be the voice of ovarian cancer awareness and prevention in Australia

Awareness Is The Key To Saving Lives - We Raise Awareness By Promoting:

- * Ovarian Cancer Awareness Month is February
- * 2011 Teal Ribbon Day is Wednesday 23 February
- * Teal is the international colour representing ovarian cancer – Purchase a Teal Ribbon

Why We Raise Funds - 'How do donations make a difference?'

Donations will help fund Ovarian Cancer Australia's awareness programs and support services for patients and their families. These include:

- * Community awareness campaigns and campaign materials
- * Resilience Kits – a free resource for women with ovarian cancer
- * Support Groups
- * Rural and Regional Tele-Support Service
- * Online forum
- * Support materials for Family & Friends of women affected by ovarian cancer

Medical Research

Ovarian Cancer Australia also supports the Australian Ovarian Cancer Study, the only national collaborative research program between clinicians, scientists, patients and advocacy groups aimed at improving the prevention, diagnosis and treatment of ovarian cancer.



Ovarian Cancer Facts & Figures

How Many Women In Australia Have Ovarian Cancer?

- * 1 in 77 Australian women will develop ovarian cancer in their lifetime. Each year around 800 Australian women will lose their battle with ovarian cancer – that's one woman every 11 hours

Is There A Test For Ovarian Cancer?

- * No! There is NO early detection test or screening program for ovarian cancer. A Pap smear does NOT detect ovarian cancer. This is why awareness of the symptoms is critical to Australian women

Facts About Ovarian Cancer In Australia

- * This year more than 1200 women will be diagnosed with ovarian cancer; around 800 will die from the disease
- * There is no reliable early detection test for ovarian cancer
- * The majority of Australian women do not know the symptoms of ovarian cancer but many women who are diagnosed frequently report four key symptoms
- * Ovarian cancer is the 6th most common cause of cancer death in Australian women

What Are The Symptoms Of Ovarian Cancer?

The four most frequently reported symptoms from women diagnosed with ovarian cancer are:

- * Increased abdominal size or persistent bloating
- * Unexplained abdominal or pelvic pain
- * Difficulty eating and feeling full quickly
- * Needing to urinate more often or urgently or a change in bowel habits

Additional Symptoms

Other symptoms that have been commonly reported by women with ovarian cancer include:

- * Vague but persistent stomach upsets such as wind, nausea, heart burn or indigestion
- * Vaginal bleeding
- * Weight loss or weight gain
- * Excessive fatigue

When these symptoms are new and persist for more than two weeks, see your GP and ask them to consider the possibility of ovarian cancer. If your GP suspects ovarian cancer they need to refer you to a gynaecological oncologist.

How Is Ovarian Cancer Diagnosed?

- * Ovarian cancer can only be confirmed at the point of surgery. If ovarian cancer is suspected, a GP will recommend tests which can suggest if ovarian cancer is a possibility, these include the CA125 test, and a trans-vaginal ultrasound, but these tests cannot be used to screen for, or diagnose ovarian cancer.

What Is The Life Expectancy For A Woman Diagnosed With Ovarian Cancer?

- * 75% of women are diagnosed in the advanced stages and will not live beyond 5 years.
- * If diagnosed early, the majority of those women will survive. Which is why awareness and early detection is so important.

How Is It Treated?

- * Treatment for ovarian cancer usually involves surgery and chemotherapy. Radiotherapy is also used on occasion.



Who Is At Risk Of Developing Ovarian Cancer?

Factors that are considered to increase the risk of ovarian cancer include:

- * Age – women over the age of 45 are at greater risk of developing ovarian cancer. However, it affects women of all ages - ovarian cancer has been diagnosed in girls as young as 7.
- * Never having taken the contraceptive pill
- * Having few or no pregnancies
- * A high-fat diet, being overweight and smoking
- * A history of cancer in the family, especially ovarian, breast or some bowel cancers (approximately 10% of all ovarian cancer cases are due to an inherited gene fault and these are found in 1 in 500 people in Australia)
- * Being of Ashkenazi Jewish descent

Ovarian Cancer Australia Awareness & Fundraising Initiatives

About Ovarian Cancer Awareness Month

- * Ovarian Cancer Awareness Month is an international campaign to raise awareness of ovarian cancer and to ensure that every woman knows the symptoms of the disease
- * In Australia, Ovarian Cancer Awareness Month is held in February. Ovarian Cancer Awareness Month is also a time when Ovarian Cancer Australia encourages fundraising activities from the community, volunteers and friends to raise vital funds to support programs and resources for women diagnosed with ovarian cancer
- * Our primary fundraising and awareness icon is our Teal Ribbon

The Teal Ribbon

- * 2011 Teal Ribbon Day is Wednesday 23 February
- * The Teal Ribbon is the international ribbon for ovarian cancer awareness
- * Tax-deductible Teal Ribbons are available from Chemmart and Napoleon Perdis stores or from Ovarian Cancer Australia or, when you book any ticket to see a concert or show anywhere in Australia during February through showbiz.com.au, Showbiz will purchase a Teal Ribbon for patrons



Touch of Teal

- * Teal is the international colour representing ovarian cancer. In 2011, Ovarian Cancer Australia is inviting the community to add a 'Touch of Teal' during Ovarian Cancer Awareness Month (February) to help raise awareness of the disease
- * We hope that Australians will add a touch of teal to their wardrobe to raise awareness of the disease and its symptoms

Afternoon Teal™

- * Throughout February, Ovarian Cancer Australia is asking the community to host an 'Afternoon Teal™' to raise money and awareness
- * Details of how to host an Afternoon Teal™ are available on www.ovariancancer.net.au

