



A DELEGATE OF THE
LIVESTRONG[®]
GLOBAL CANCER SUMMIT

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**AORTIC (African Organisation for Research and Training in Cancer)
Selected to Participate in Premiere
LIVESTRONG[®] Global Cancer Summit in Dublin, Ireland**

*First-ever event to bring together world leaders, advocates and corporations from
more than 60 countries to address the global cancer burden*

Cape Town, South Africa – 1 August, 2009 – Today AORTIC announced that Belmira Rodrigues will represent the organization at the premiere LIVESTRONG Global Cancer Summit in Dublin, Ireland, August 24 - 26. The Summit is the landmark event of the LIVESTRONG Global Cancer Campaign, an effort of the Lance Armstrong Foundation (LAF). Belmira Rodrigues will represent the organization's commitment to fight cancer in Africa and engage with world media, political leaders, representatives of non-governmental organizations and corporate leadership.

"Cancer is emerging as a major health problem in Africa and due to lack of knowledge and resources hinders the continent's ability to respond to the rising incidences of cancer," said Belmira Rodrigues, AORTIC, Operations Manager. "AORTIC seeks to fill this vacuum and will strive to ensure that cancer is permanently on the health care agendas for all African nations."

"Cancer is a major public health problem that affects every country in every region of the world regardless of economic and social situation," said Lance Armstrong, LAF founder and chairman, cancer survivor and champion cyclist. "Through collective action, we will make a renewed commitment to reducing the burden of cancer around the world and break down the stigma and silence too often associated with the disease."

In September 2008, Armstrong announced the Foundation's commitment to making cancer a global priority at the Clinton Global Initiative Annual Meeting in New York. The LAF made this commitment after its worldwide research, conducted over 18 months, revealed widespread misconceptions, stigma and lack of awareness associated with cancer.

In response, the LAF established the LIVESTRONG Global Cancer Campaign to urgently address the burden of cancer worldwide and support the 28 million people living with cancer around the globe.

Cancer kills more people every year than AIDS, tuberculosis and malaria combined. It is estimated that cancer will be the leading cause of death worldwide by 2010.

With such staggering statistics, the LAF recognized that a global challenge like cancer required a global movement. And so it began urging world leaders, leading cancer organizations and cancer survivors to join together by making commitments to take action in their communities to reduce the burden of cancer.

AORTIC is proud to join the **LIVESTRONG** movement with Training health care professionals. Health care professionals ranging from nurses to scientists from all over Africa attend AORTIC's International Cancer conferences. By attending AORTIC's conferences delegates become empowered and share their knowledge with their peers at their respective institutions in their home countries. AORTIC offers between 100 – 150 bursaries for health care professionals to attend AORTIC's biennial cancer conferences. Furthermore, AORTIC council members provide further training in a collaborative way with ASCO (American Society for Clinical Oncology) through their MCMC (Multi-disciplinary cancer training courses).

AORTIC is looking forward to participating in the **LIVESTRONG** Global Cancer Summit in Dublin, Ireland from August 24-26, 2009 and helping to make the case for acting urgently to address the global cancer burden.

Unlike other conferences and forums, the **LIVESTRONG** Global Cancer Summit is unique in that it will kick off a unified global movement while providing attendees the opportunity to connect with other advocates, network, gain media exposure and access tools and resources to help them mobilize in their own communities. Speakers include honorary Summit chair and former Irish President Mary Robinson, Irish Cancer Chief Professor Tom Keane, CNN chief medical correspondent Dr. Sanjay Gupta as well as representatives from the World Health Organization and other global bodies.

For more information on the **LIVESTRONG** Global Cancer Campaign and the Summit, please visit www.LIVESTRONG.org.

About the Lance Armstrong Foundation

At the Lance Armstrong Foundation, we fight for the 28 million people around the world living with cancer today. There can be – and should be – life after cancer for more people. That's why we kick in at the moment of diagnosis, giving people the resources and support they need to fight cancer head-on. We find innovative ways to raise awareness, fund research and end the stigma about cancer that many survivors face. We connect people and communities to drive social change, and we call for state, national and world leaders to help fight this disease. Anyone anywhere can join our fight against cancer. Join us at www.LIVESTRONG.org.

About AORTIC:

AORTIC is an international non-profit organization focusing on cancer in Africa. Our key objectives are to further research relating to cancers prevalent in Africa, facilitate and support training initiatives in oncology for health care workers, create cancer prevention and control programmes, and to raise public awareness of cancer on the continent.

We strive to unite the African continent in achieving its goal of a cancer-free Africa, and seek to make a positive impact throughout the region through collaboration with health ministries and global cancer organizations. For more information about AORTIC please visit www.africa.aortic.org.

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