

New wordoncancer.org Website Launched To Spread Awareness about Gynecologic Cancers by Women's Oncology Research & Dialogue (WORD)

FOR IMMEDIATE RELEASE

Indianapolis, Indiana, United States of America - - November 3, 2010 -- The New wordoncancer.org Launched!

On November 3, 2010 Women's Oncology Research & Dialogue launched their new website at <http://www.wordoncancer.org>.

WORD was founded with the mission of spreading awareness as well as offering insight and education on gynecologic cancers to the world.

Founded by two gynecologic oncologists: Dr. Kelly Manahan and Dr. John Geisler, WORD exists to educate; to inform, to bring awareness, to teach prevention and assist if you have been diagnosed with a gynecologic cancer.

The average woman in the United States has a risk factor of 1 in 12 of developing a gynecologic cancer in a lifetime. WORD's new website will inform women about preventions, signs, symptoms, diagnosis and treatment of all gynecologic cancer. WORD's website will inspire women to take actions that can and will save their lives and was built to expand and grow as new data and relevant information become available.

WORD was formed to help win the fight against gynecologic cancers. It's our passion to provide women and their families with relevant, detailed, and up-to-date information that can save lives.

Today, most people do their research online. To that end, we created WORDoncancer.org. The information at WORDoncancer.org is gathered to help us meet a predetermined set of goals. Specifically, this site was designed to:

- 1) Provide the best gynecologic cancer web video content through the production of survivor stories, physicians' and other experts' advice - as well as stories from families who have lost loved ones.
- 2) Guarantee current information about the prevention, diagnosis and treatment of gynecologic cancers created in a simple and user-friendly interface.
- 3) Create pathways to dialogue among women and their physicians so every woman makes the best decision about their health care.
- 4) Utilize the most effective and relevant multimedia tools to accomplish our organizational mission.
- 5) Connect and create partnerships with grassroots groups throughout the United States, empowering them to

create local efforts to conquer gynecologic cancers.

A few of the key highlights of the new site are:

Animation - WORD sanctioned the creation of a 4-minute animated short story entitled WORD on HPV.

Formal launch of the Let's Talk Video Series - "Let's Talk" is a personal history campaign aimed at archiving the stories of women who have battled gynecologic cancer. WORD has collected and edited many of these stories and our available on WORD's YouTube(tm) channel and throughout the copy on the website.

New Expert "WORDS of Wisdom" Video Series – WORD will work to create video vignettes to help women better understand gynecologic cancer prevention, diagnosis, and treatment. These videos will provide a complimentary explanation to web content and are also housed on WORD's YouTube Channel. .

Targeted Campaign on 18-24 year old women on cervical cancer/HPV – WORD is utilizing recently conducted research to create a personalized campaign for 18-24 year old young women to get the HPV vaccine and begin proper cancer prevention.

"We are a husband and wife team who have both been helping women battle gynecologic cancers for over two decades. Our passion is helping women have complete understanding when facing the battle of their cancer. We also want women to be empowered to make lifestyle and health decisions that can work to prevent cancer " stated Dr Manahan.

"Our goal is to assure that all women are more aware of these diseases and to find a way to increase prevention, early detection, and optimal treatment. Awareness will lead to more research dollars. More research will hopefully lead to finding the detailed factors that influence the growth of these diseases. We ultimately want a cure. Wordon-cancer.org is the integral foundation to many of these dreams" stated Dr. Geisler.

Women's Oncology Research & Dialogue is a 501(C)3 non-profit organization. They need your support to help spread awareness and raise money to help conquer gynecologic cancer. Please visit their website for more information at <http://www.wordoncancer.org>.

More information can be found online at <http://www.wordoncancer.org/media>