

WIN-WIN WEEK PA ANNOUNCEMENTS

Cancer, the second leading cause of death in Oklahoma, seems like too huge of a problem to tackle for most of us. But high school student leaders across the state are helping to declare victory over cancer during Win-Win Week. Our students are encouraging healthy, cancer-free lifestyles and raising money to support cancer patients from all over Oklahoma. All of the funds raised stay right here in Oklahoma and will support patients treated at the Peggy and Charles Stephenson Oklahoma Cancer Center, Oklahoma's only comprehensive academic cancer center.

Cancer takes a terrible toll on Oklahomans. One in two men and one in three women in our state will be diagnosed with cancer during their lifetimes. There are approximately 18,000 new cases of cancer every year in our state, and about 7,500 Oklahomans die every year from this disease. Win-Win Week is a statewide effort to build cancer awareness among high school students by using their athletic events during the week of Sept. 12-16 [**or insert your own dates**] to highlight cancer prevention. Students in our community are helping to prepare cancer prevention programs and raise funds to support Oklahoma cancer patients.

Win-Win Week is our opportunity to take on cancer, and the Oklahoma Secondary School Activities Association will award a state championship trophy to the school in each classification that has the most effective cancer prevention and fundraising programs. Schools that raise at least \$10,000 will have a room named for them in the new Peggy and Charles Stephenson Oklahoma Cancer Center building in Oklahoma City, which opened in July.

How can we reduce the odds of getting cancer? Research shows that by eliminating tobacco from our lives, eating a healthy diet and exercising regularly, we can prevent up to half of all cancer deaths. If you need help to quit using tobacco, call toll-free 800-QUIT-NOW.

Tobacco companies spend more than \$213 million each year in Oklahoma to encourage us to use a product that includes the following carcinogens: arsenic, acetone, ammonia, cadmium, formaldehyde, hydrogen cyanide and polonium. More than 87,000 kids under the age of 18 in Oklahoma will die prematurely as a result of tobacco.

The Peggy and Charles Stephenson Oklahoma Cancer Center is Oklahoma's only comprehensive academic cancer center and has significant programs in cancer prevention and control, laboratory research, clinical research, clinical care and training for health care professionals. It is working toward National Cancer Institute designation as a "designated cancer center," the gold standard of cancer research and treatment. For more information regarding the Cancer Center, visit www.OklahomaCancerCenter.org.