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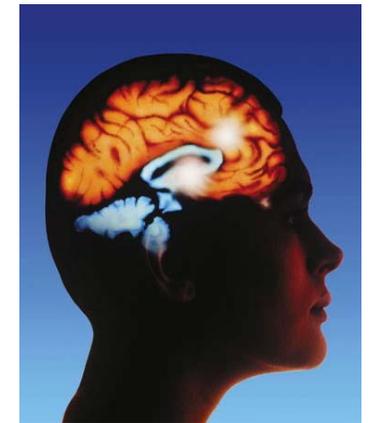
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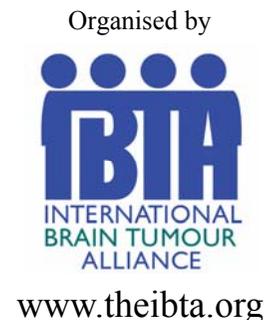
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Contact details for the International Brain Tumour Alliance (IBTA)
www.theibta.org
 The Secretary, IBTA, PO Box 244, Tadworth, Surrey, KT20 5WQ, United Kingdom, email: kathy@theibta.org
 The Chair, IBTA, 10 Carrodus Street, Fraser, ACT, 2615 Australia, email: chair@theibta.org



International Brain Tumo(u)r Awareness Week
21- 27 October 2007
 and the
2007 Walk Around the World for Brain Tumo(u)r
Together, we will achieve a greater awareness of the problems caused by brain tumours.



BRAIN TUMOURS

There are two main categories of brain tumours ("tumors", in the American spelling):

- Primary and
- Metastatic

Primary brain tumours can either be malignant (of varying grades of aggressiveness) or so-called "benign".

Each day, in places all around the world, 500 people develop a primary, malignant brain tumour - the most lethal of them all. That adds up to 180,000 people per year. (Estimates supplied by the Central Brain Tumor Registry of the United States based on GLOBOCAN 2002).

A somewhat similar number of people develop so-called "benign" brain tumours, many of which can also kill them.

Many more develop metastatic brain tumours, also known as "secondaries", which are caused by a cancer elsewhere in the body, e.g. lung, breast, colorectal cancer, etc.

For many years, brain tumours have been an "orphan" disease. It has only been recently that new therapies have emerged but...

MUCH MORE NEEDS TO BE DONE:

- More funding for research into causes of and treatments for brain tumours is desperately needed.
- More support needs to be given to the brain tumour patient, their family and caregivers by governments and health authorities.
- There should be equitable access to promising new therapies.
- Greater awareness of the signs and symptoms of brain tumours needs to be promoted to ensure prompt and correct diagnosis.
- Improved access to a wider range of services is needed, including palliative care, rehabilitation (speech, neuropsychology, occupational therapy, physiotherapy) and psycho-social support.
- Brain tumour patient and carer groups need establishing in countries where they don't yet exist, together with the creation of relevant language-specific support materials.

- 180,000 people per year develop a primary, malignant brain tumour.
- Over 120 different types of brain tumour
- Among the top three causes of cancer deaths in children

INAUGURAL INTERNATIONAL BRAIN TUMOUR AWARENESS WEEK



During the week 21—27 October 2007, those around the globe whose lives have been touched by a brain tumour will hold an inaugural worldwide International Brain Tumour Awareness Week.

We ask all people who are concerned about the challenges posed by brain tumours to organise an awareness-raising activity in their local area during this period.

Your activity could take any form, for example:

- Raising funds for a brain tumour support group (if one exists in your area)
- Raising funds for brain tumour research
- Writing a letter to your newspaper, telling people what it is like for you or a loved one to experience a brain tumour
- Organising a seminar or conference for local brain tumour patients, with visiting specialists
- Organising a sponsored (or unsponsored) activity, for example an **awareness walk** - see panel at right regarding the 2007 Walk Around the World for Brain Tumours.

When you have chosen a date and selected an activity, let us know by sending an email to: kathy@theibta.org and we will seek to enter as many details as possible on a special Awareness Week website at <http://www.theibta.org/Week.htm>

Ironman Tom Tucker from Calgary, Canada undertook three Ironman races on three continents. He's raised close to \$400,000 for brain tumour research. Tom has a brain tumour and knows how important it is to raise awareness. Tom supports the 2007 Walk Around the World for Brain Tumours - see panel at right for more information.



Nathan Deakes, Olympic medal winner and current world record holder over the 50 kms racewalk event, supports the IBTA's Walk Around the World for Brain Tumours. He said: "Donate your walking miles at any time during 2007, and particularly during the Awareness Week. The help you provide now in raising awareness about this devastating disease will really make a difference."

Photo courtesy of Australian Sports Commission

THE 2007 WALK AROUND THE WORLD FOR BRAIN TUMOURS

As part of the Awareness Week and during 2007 we are inviting people to participate in a

WALK AROUND THE WORLD FOR BRAIN TUMOURS



Have a Chance Walk 2006, courtesy of Have a Chance Foundation

We don't want you to individually attempt to walk around the circumference of the Earth - after all, it is 40,000 kilometres (25,000 miles) at the Equator!

We'd like you to undertake a distance you can cope with, together with your friends, family and supporters, at a time and place of your choosing during 2007. You could ask people to sponsor you in this walk and then donate any funds to a local brain tumour charity. (On our Awareness Week website we will endeavour to list reputable brain tumour charities who are supporting the Awareness Week project and to whom you can direct any donations).

If no specific brain tumour charity exists in your area, donate the funds to an anti-cancer council and ask that they direct your funds toward brain tumour-specific work.

We would also ask that you "donate" the distance you have walked to our worldwide target of 40,000 kilometres by uploading your mileage to the special Awareness Week website (www.theibta.org/Week.htm).

Tell us about your plans by sending an e-mail to: kathy@theibta.org

American high school and college students (mainly from Arizona, USA) will donate the "mileage" they cover in their 6th Annual Walkathon to the 2007 Walk Around the World for Brain Tumours. Last year, 4,000 pupils and their friends raised \$171,000 for brain tumour research on behalf of SSBTR (Students Supporting Brain Tumor Research).

A brain tumour charity in the UK, "Andrea's Gift" has pledged 50 walkers to cover 10 kms each during the Awareness Week (www.andreasgift.org.uk/events.html). Last year, the Have a Chance Foundation in New York attracted 2,200 walkers who covered 5 kms across the Brooklyn Bridge and raised \$1m for brain tumour research.