

American Cancer Society Launches New Blog

Expert Voices to feature Society staff, volunteers, and others

ATLANTA –March 17, 2011– The American Cancer Society is launching a new resource to provide credible insight on cancer topics in easy-to-understand language. The American Cancer Society “Expert Voices” blog, available at www.cancer.org/expertvoices, will provide quality, timely cancer and health-related information from the experts of the American Cancer Society, as well as other knowledgeable clinicians, researchers, and authors.

“The goal of Expert Voices is to address emerging topics in cancer while also giving American Cancer Society staff and others a forum to interact directly with the public, and more broadly share their expertise,” said Terry Music, chief mission officer for the American Cancer Society. “We also hope it will increase the ongoing dialog between the American Cancer Society and the public.” The Expert Voices blog adds another dimension to the many informational resources available from the American Cancer Society. The blog launches on March 17, 2011.
