American Cancer Society Announces Launch of Powerful Choices Podcast Series

Series to provide helpful tips for everyone to reduce their risk of cancer

Atlanta 2008/12/17 -The American Cancer Society, the nation's largest voluntary health organization, today announced the launch of a podcast series, "Powerful Choices," intended to provide timely, easy-to-understand information about what people can do every day to reduce personal cancer risk. Featuring Society experts Colleen Doyle, M.S., R.D., director of nutrition and physical activity, and Len Lichtenfeld, M.D., deputy chief medical officer, as well as a number of non-Society experts, these three- to five-minute audio and video podcasts will be available on the second Monday of each month.

In the United States, men have slightly less than a 1 in 2 lifetime risk of developing cancer and for women the risk is a little more than 1 in 3. This series will provide viewers and listeners with new ways to think about making everyday choices that can significantly impact personal cancer risk, such as getting recommended early detection tests, maintaining a healthy weight through proper diet and regular physical activity, and avoiding tobacco products.

Regular segments include Get Fit, which contains tips on physical activity; Eat Well, containing tips on nutrition; Dr. Len's Corner, presenting relevant information about a prevention-related matter of public interest or a current cancer news topic; and Powerful Words, featuring a first-person look at the cancer experience from someone who has been there.

The first podcast, to be released Tuesday, December 16, features ideas for getting exercise even during a busy holiday season, and explains why cancer screenings are so important in a cancer survivor's own words. The next podcast, focusing on findings from the recently-released Annual Report to the Nation, will be available in early January.

This series will be available on the American Cancer Society's website (www.cancer.org), iTunes, Sharinghope.tv, RelayForLife.org, the Society's YouTube channel (www.youtube.com/AmerCancerSociety), and via the Society's Facebook and MySpace pages (www.myspace.com/americancancersociety).

The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer through research, education, advocacy and service. Founded in 1913 and with national headquarters in Atlanta, the Society has 13 regional Divisions and local offices in 3,400 communities, involving millions of volunteers across the United States. For more information anytime, call toll free 1-800-ACS-2345 or visit www.cancer.org.

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