

## ACF Launches Pet Cancer Awareness Initiative

**Cancer is more prevalent in cats than in humans.**

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Cancer is more prevalent in pets than in people, according to the Animal Cancer Foundation (ACF). To increase pet cancer awareness, the ACF has begun a drive during Pet Health Week, from May 6 to 12.

"The Animal Cancer Foundation initiative will be underway through the summer and will culminate in Pet Cancer Awareness Month in November 2007," said Gerald Post, ACF president.

The pet cancer awareness effort will include information about cancer detection for pet owners. The initiative also will promote the value of research into pet and human cancer.

Few people realize that pet cancer is so widespread, Post said. Adjusting for population, cancer is 13 times more prevalent in cats and 16 times more prevalent in dogs than in people, according to the ACF.

"Cancer can be a devastating diagnosis for a person or for a pet. But we have great hopes for progress," Post said.

Pet cancer groups are borrowing effective ideas from human cancer efforts, such as clinical research cooperatives, fundraising programs and successes like the Lance Armstrong Foundation.

"Now you can support pet cancer research by wearing an orange wristband and putting a matching collar on your pet, just as the LIVESTRONG yellow wristbands are symbols of hope for human cancer survivorship," Post said.

Orange Pet4Pets wristbands and collars are sold at Petco, Drs. Foster and Smith, participating pet supply stores and veterinary offices, and at [www.pet4pets.com](http://www.pet4pets.com). A portion of all sales' proceeds from the wristbands and collars goes to the Animal Cancer Foundation to fund cancer research.

"Whether it is cancer in pets or people, all of us are in this fight together," Post said.