

For immediate release

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The Essex Golf & Country Club supporting first Government cancer campaign 'Be Clear on Cancer'

The Essex Golf & Country Club is working alongside the Fitness Industry Association to promote the first ever Government cancer campaign to raise awareness of the key signs and symptoms of bowel cancer, and to prompt those with the relevant symptoms to visit their GP. The campaign is first being piloted in the South West and East of England.

More than 90 per cent of people diagnosed with bowel cancer at the early stage survive for at least five years compared with only 6.6 per cent of those diagnosed at the late stage. Launched by Health Minister Paul Burstow, the 'Be Clear on Cancer' campaign will initially be piloted in two regions and if successful will be rolled out across the country.

The Essex Golf & Country Club in Colchester are showing posters and distributing leaflets throughout March to raise awareness of the condition amongst members and their wider families.

Featuring real GPs encouraging patients to talk to them about changes in their poo, the new campaign aims to make people aware of the early signs of bowel cancer and make it easier for them to discuss this with their GP.

Health Minister Paul Burstow said:

"No one likes talking about their poo – it's embarrassing. But if we see something different and tell our GP it could save our life. Early diagnosis makes a huge difference to cancer survival rates and bowel cancer is one of the biggest killers. That's why the 'Be Clear on Cancer' campaign uses simple messages to make people aware of the early signs of bowel cancer and to give them the confidence to talk to their GP about them."

David Stalker, Executive Director, Fitness Industry Association said:

"We are delighted that our industry is supporting the launch of 'Be Clear on Cancer'. Early diagnosis is critical in order to save lives from the disease and get people back to full health and fitness as soon as possible. It's great to see so many of our members coming forward to support the campaign"

Ten thousand lives, across all cancers, could be saved each year if England matched the best cancer survival rates in Europe.

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Notes to Editors

As well as the pilots for a national campaign, £9 million has been made available to fund 59 local cancer awareness campaigns led by the NHS and supported by Cancer research UK. These will target the three biggest killers - bowel, lung and breast cancer

For further information contact: Kate Howe kate@fia.org.uk / 020 7420 8563 / 07879 818 711

Or Sheriff Balogun Sheriff@fia.org / 020 7420 8574

Fitness Industry Association - www.fia.org.uk

The FIA is the industry body for the health and fitness industry; from training providers to operators, public to private sector. The FIA's mission is to get more people, more active, more often.