



888 16th Street NW  
Suite 800  
Washington DC 20006  
202-463-2080  
[lungcanceralliance.org](http://lungcanceralliance.org)

\*\*\*MEDIA ADVISORY\*\*\*

LUNG CANCER ALLIANCE OFFERS RESOURCES AND SUPPORT  
TO PEOPLE AFFECTED BY DISEASE

*Loss of Dana Reeve sheds light on non-smokers with lung cancer*

On behalf of lung cancer patients, survivors, their caregivers, and those at risk for the disease, the Lung Cancer Alliance (LCA) extends our most sincere condolences to the Reeve family for their loss. A devoted supporter of her husband during his battle with spinal cord injury, Dana Reeve's courageous decision to publicly announce her own lung cancer diagnosis seven months ago has helped raise awareness for others with the disease.

"Dana Reeve was a woman of true grace under pressure as she underwent treatment for lung cancer," said Laurie Fenton, president of the Lung Cancer Alliance.

"Sadly, it takes her death, coming just seven months after diagnosis, and the fact that she had never smoked, to let the public see the real picture of lung cancer which they are not getting from the public health establishment. Lung cancer continues to be portrayed as a self-induced cancer that does not deserve public research funding."

"Yes, smoking is the biggest single factor in lung cancer and cessation is still the frontline approach. But, we cannot pretend that smoking cessation alone will end lung cancer which continues to be the biggest single cancer killer. We must look at the disease in its entirety."

About Lung Cancer

As the leading cause of cancer death in the United States, lung cancer will kill nearly twice as many women as breast cancer this year. The disease will result in 30 percent of all cancer deaths and killing more people than breast, prostate, colon, liver, and kidney cancers combined. More than 60 percent of those diagnosed with the disease are former smokers or people who never smoked.

More than half of new lung cancer cases will be diagnosed at a very late stage, with a five year survival rate of only five percent. Traditional treatments for lung cancer include surgery, radiation, and chemotherapy. New targeted medicines provide more options to help people live longer, but more research is needed.

About Lung Cancer Alliance

The Lung Cancer Alliance is the only national non-profit organization solely dedicated to advocating on behalf of people living with cancer, their families and loved ones, and those at risk for the disease. In January 2006, LCA issued the first-ever Report Card on Lung Cancer, an assessment of progress being made in the battle against this lethal disease. The majority of grades received were failing.

**\*\*Lung Cancer Alliance President, Laurie Fenton, is available for interview and comment.**

Media Contact

Kay Cofrancesco ([kcofrancesco@lungcanceralliance.org](mailto:kcofrancesco@lungcanceralliance.org))  
(202) 463-2080

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NO MORE EXCUSES. NO MORE LUNG CANCER.