



**Globe-athon To End Women's Cancers  
Media Talking Points**

- Globe-athon is the world's first international movement committed to raising awareness of gynecologic cancers. In its second year, more than 60 countries and 130 cities will join Globe-athon in September to host awareness events of these silent and often deadly cancers.
- The rate of gynecologic cancer is increasing worldwide. Today, they account for 19 percent of the 5.1 million estimated new cancer cases each year, according to the World Health Organization International Agency for Research on Cancer.
- A lack of awareness is a major reason for concern. Many women don't recognize the symptoms of gynecologic cancers and are diagnosed at advanced stages.
- With access to knowledge about the diseases and their symptoms, more women can prevent and detect gynecologic cancers early, when they are more treatable.
- Visit [globeathon.com](http://globeathon.com) to learn more about the movement, events taking place worldwide and access educational materials.

**Join the conversation, learn more and get involved:**

[www.globeathon.com](http://www.globeathon.com) [www.facebook.com/globeathon](http://www.facebook.com/globeathon) [www.twitter.com/globeathon](http://www.twitter.com/globeathon)