**For Immediate Release CONTACT:** Your first and last name

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**APRIL IS ESOPHAGEAL AWARENESS MONTH IN YOUR STATE**

Esophageal Cancer is one of the fastest increasing cancer diagnoses in the United States—up more than 700 percent in recent decades—and fewer than one in five who are diagnosed will survive five years. In America, this devastating disease is usually caused by persistent heartburn or acid reflux disease. Many are shocked to learn that ***Heartburn can cause Cancer***. Someone dies of this disease in our nation every 33 minutes.

These are some of the reasons that Governor \_\_[First and Last Name]\_\_\_ has proclaimed April to be Esophageal Cancer Awareness Month in the state of \_\_\_\_\_\_\_\_\_ in 2024. In a proclamation dated \_\_\_\_\_\_\_\_\_\_\_\_\_\_, Governor \_[Last Name]\_\_ designated this special observance because “Esophageal Cancer awareness, along with improvements in prevention, early detection, and treatment strategies will enhance the health and wellbeing of all the citizens of \_[State]\_.”

The designation of April as Esophageal Cancer Awareness Month is part of a nationwide movement to bring attention to this often-ignored disease. Families throughout the United States who have been touched by Esophageal Cancer are working with the Esophageal Cancer Action Network (ECAN) to raise public awareness of the fact that ***Heartburn can cause Cancer***.

Nobody understands why that’s important than \_[Your Name or the Name of your Loved One] who was diagnosed in \_\_\_[year]\_\_ with Esophageal Cancer (or whose husband, wife, friend died / was diagnosed....) \_[Your Name]\_ got involved in building awareness because he/she wants to prevent other families from experiencing the pain \_[he/she or his/her family, friend, etc.]\_ has endured.

*Share additional details of your story or direct quotes from survivors affected by Esophageal Cancer.*

Esophageal Cancer has such a poor survival rate largely because it goes undiagnosed until treatment is rarely effective. That's why ECAN's early detection message is so important. With early detection, new medical procedures for those with a clear risk have produced cure rates of 98%.

Until 14 years ago, there was no national advocacy organization fighting to end Esophageal Cancer. Today, the Esophageal Cancer Action Network (ECAN)—led by top physicians, business leaders, and families touched by this devastating disease— is taking this deadly disease head on.

Most recently, ECAN’s advocacy efforts led to more than $15 million in additional Esophageal Cancer research funding by successfully advocating with the U.S. Congress for the inclusion of Esophageal Cancer in the multi-million-dollar Peer-Reviewed Cancer Research Program of the Department of Defense. ECAN also convinced the National Cancer Institute to include Esophageal Cancer in the groundbreaking research conducted by The Cancer Genome Atlas of NCI which was published in 2017. The findings of that research led to approvals for immunotherapy for patients with Esophageal Cancer.

In 2009, ECAN launched the drive to make April Esophageal Cancer Awareness Month and has been relentless ever since in efforts to make more Americans aware that ***Heartburn can cause Cancer***. Find out more at www.ecan.org.