

**FOR IMMEDIATE RELEASE**

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## **“Mind The Road”**

### *The Road to Early Detection Campaign Promotes Screening for Brain Tumors*

The Road to Early Detection Campaign, a project of The Brain Tumor Foundation (BTF), is finally set in drive with the Mobile MRI Unit Launch on Tuesday, November 18<sup>th</sup> at 10:00 AM on the steps of City Hall (Lower Manhattan, between Broadway and Park Row).

“It is a fact that over half of all brain tumor patients could have their tumors successfully removed for good if they were detected early, before physical symptoms become apparent,” explains Michael Schreiber, Chairman of Road to Early Detection and of The Brain Tumor Foundation. “And the *only* way to detect a tumor early is through the use of MRI brain scans.”

Purchased through a grant from the New York City Council, the launch of this Mobile MRI Unit marks the start of the first-ever national campaign promoting early detection of brain tumors. *Road to Early Detection* focuses on outreach to communities – particularly for those underserved in the five boroughs. The Mobile MRI Unit will be set up in places where people work, study and live in order to make brain screenings, and thereby early detection, accessible and cost free. A successful campaign in New York City will be used to launch a nationwide effort for affordable brain scans.

“We have grown accustomed to routinely checking for breast, colon, prostate and other cancers – why not brain tumors?” says Dr. Patrick J. Kelly, Founder and President of The Brain Tumor Foundation. “Regrettably, by the time brain tumors become symptomatic, most are incurable. With our best modern treatments, all we can offer is a small gift of time. I am firmly convinced that early detection is the best insurance that treatment will be effective and that more lives will be saved.”

Recent studies project that more than one million people in the U.S. are walking around with a brain tumor and don’t even know it, with 25,000 in New York City alone.

Elected officials, business and community leaders and fellow New Yorkers will attend the launch event which will feature a Special Guest Appearance by Kay Murcer, wife of the late Yankee great, Bobby Murcer. Also joining Kay Murcer will be Michael Gates Gill, brain tumor survivor and best-selling author of *How Starbucks Changed My Life*.

**Speakers will be available for photo ops and interviews. The Mobile MRI Unit will be parked alongside City Hall at 10am, Tuesday, November 18<sup>th</sup>.**

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