

MP'S **LOUD** TIE A WINNER FOR CHARITY

A garish tie sported by Peter Luff, Conservative MP for Mid Worcestershire, has won this year's loud tie competition, organised by the charity Beating Bowel Cancer. Mr Luff wins a £1,000 donation to the charity.



The competition, now in its fifth year, was part of Beating Bowel Cancer's activity to promote bowel cancer awareness. MPs were encouraged to wear wild and wacky ties in the House of Commons during the campaign week and

to talk about bowel cancer - the UK's second biggest cancer killer. One in 18 people will develop the disease at some point in their lives and 46 people will die from it every day.

Commenting on his win, Mr Luff said: "I lost two close relatives to bowel cancer, and it is a cause I strongly support. The Loud Tie campaign is a novel, relevant and fun way for Beating Bowel Cancer to raise awareness for such a serious issue. Anything which aims to tackle the taboos surrounding the disease and encourages people to talk out loud about symptoms is a step in the right direction."

BUPA's Dr Annabel Bentley said: "It's common to feel awkward or embarrassed when talking about your bowels but medical research shows that if caught early, chances for successful treatment are much higher. The message to everyone is - don't die of embarrassment. The first thing you should do is go and see your GP, especially if you notice blood in your stools. It could save your life."

To help people understand more about the disease and its symptoms, BUPA and Beating Bowel Cancer have produced a new easy to understand booklet called 'Lifting the lid on bowel cancer'. Copies are available free from www.bupa.co.uk/loudtie or by calling 020 8892 5256.

Dr Bentley continued: "If you are diagnosed with cancer, treatment can be quite complex. Being treated by a team of experts who have had specialist training and work in a unit dedicated to cancer care gives patients the best chance of survival. This is why BUPA Insurance has set up a national network of 101 approved bowel cancer hospitals and

is happy to support Beating Bowel Cancer's work by donating the prize for the MP competition."

For more information about BUPA's bowel cancer hospitals visit:

www.bupa.co.uk/specialistservices.

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Notes to editors

Set up in 1947, BUPA is a broad-based health and care organisation with a growing international presence. It has more than seven million customers in 180 countries and 41,000 employees. Its main interests are health insurance, hospitals, care services for older people and young disabled, health assessments, workplace health and childcare services. It also provides recruitment services for healthcare professionals and has a network of nurseries for the children of working parents.