

## **MPS GET LOUD ABOUT BOWEL CANCER**

Wild ties and scarves will be worn in Westminster this week as MPs dig out their fashion mistakes to promote bowel cancer awareness in an initiative organised by the charity Beating Bowel Cancer and BUPA.

This week is Beating Bowel Cancer's annual Loud Tie campaign, when people are encouraged to wear bright, garish ties or scarves and to talk out loud about the disease. BUPA, which has a network of 101 approved bowel cancer hospitals around the UK, has supported the annual campaign for several years.

MPs are encouraged to participate in the BUPA sponsored Loud Tie (or scarf) competition running throughout the week in the House of Commons. Parliamentary sketch writer Simon Hoggart will judge the competition and the winner will receive a cheque for £1000 to donate to Beating Bowel Cancer. Any MP who makes a speech, asks a question in the chamber, or simply presents themselves to Mr Hoggart wearing their loudest tie or scarf will be considered in the competition.

Bowel cancer is now the UK's second biggest cancer killer claiming over 17,000 lives each year. To increase awareness of the symptoms of bowel cancer Beating Bowel Cancer and BUPA have produced a booklet called 'Lifting the Lid on bowel cancer' which aims to lift the lid on everything to do with the disease. For a copy of the brochure call 020 8892 5256 or download a PDF from: [www.bupa.co.uk/loudtie](http://www.bupa.co.uk/loudtie)

More...

MPs get loud about bowel cancer.../2

Dr Annabel Bentley, BUPA's assistant medical director, said: "It's common to feel awkward or embarrassed when talking about your bowels but medical research shows that if caught early, chances are much higher for successful treatment. The message really needs to be - 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."

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Notes for editor:

- There are 101 BUPA approved bowel cancer hospitals around the UK; further information is available at [www.bupa.co.uk/specialistservices](http://www.bupa.co.uk/specialistservices)
- Information, support and advice on bowel cancer is available from the Beating Bowel Cancer charity at [www.bowelcancer.org](http://www.bowelcancer.org)
- For a free copy of the new A5 leaflet 'Lifting the Lid on Bowel Cancer' call 020 8892 5256 or download a PDF from: [www.bupa.co.uk/loudtie](http://www.bupa.co.uk/loudtie)

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.

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