

Women's Basketball Star Edna Campbell Inspires Free Electronic Greeting Card For Breast Cancer Patients


(NAPSA)—Breast cancer accounts for nearly one of every three cancers diagnosed in American women, with 211,300 new cases expected to occur among women in the United States during 2003. Now, a free electronic greeting card, featuring words of encouragement and support from professional basketball player and breast cancer survivor Edna Campbell, is available by visiting www.Cancer.com through a national campaign called *The Art of Healing: Expressions of Cancer Survivors*.

The card is part of a series of free electronic greeting cards featuring artwork of cancer survivors. The innovative campaign is sponsored by Ortho Biotech Products, L.P., marketer of PROCRIT® (Epoetin alfa), as part of its ongoing commitment to cancer patients and their caregivers.

"As a breast cancer survivor, I know first hand how overwhelming and devastating breast cancer and its treatment can be for patients and their families," said Campbell. "When I was battling breast cancer, receiving cards with words of encouragement and hope from family and friends let me know that I had a great support team and helped me maintain a positive outlook on life. With this card, I hope to encourage patients and their loved ones to stay positive and live their life to the fullest."

Challenges of Cancer Treatment


Diagnosed with breast cancer at age 32, Campbell knew she faced the fight of her life. What she did not anticipate was the extreme exhaustion caused by chemotherapy-related anemia, a potentially life-threatening condition experienced by more than two-thirds (71 percent) of chemotherapy patients. Anemia occurs when the body lacks




Artist: Jean Nerenberg, Cancer Survivor

You're a special person
with a lot of inner strength —
and with a lot of people
who care about you
and wish you the best.

Is chemotherapy making you tired?
It could be anemia. **THERE'S HELP.**



"Since getting diagnosed with breast cancer, I have developed a passion for life....I feel blessed for every day I have. Good or bad, every day is a gift to me."
- EDNA CAMPBELL, professional basketball player and breast cancer survivor



Free electronic greeting cards for cancer patients are available at www.Cancer.com.

enough red blood cells to carry oxygen from the lungs to the tissues and organs throughout the body.

"I felt so exhausted that some days I couldn't lift my head off my pillow, much less play professional basketball or spend time with my family," said Campbell. "My doctor explained that anemia was causing my exhaustion, and prescribed PROCRIT."

"Many cancer patients don't realize that chemotherapy treatment puts them at risk for anemia," said Julie Gralow, M.D., associate professor of medical oncology, University of Washington Medical School. "Common symptoms of anemia include extreme fatigue, shortness of breath, dizziness, decreased ability to concentrate and sleeplessness. Fortunately, anemia is often a treatable condition. It's important that cancer patients talk with their doctor about anemia and treatment, especially if they are feeling exhausted."

With treatment, Campbell's red blood cell count increased, and so

did her energy.

"I was able to return to many of the activities I love, like spending time with my son. Eventually, I was able to return to the basketball court. Now I am proud to be part of the *Art of Healing* campaign and to provide encouragement to other cancer patients."

PROCRIT is indicated for chemotherapy-related anemia in patients with most types of cancer.

PROCRIT is proven safe. PROCRIT is available by prescription only and is injected by your doctor or nurse. In studies, diarrhea, edema, fever, vomiting, shortness of breath, tingling, and upper respiratory infection occurred more often with PROCRIT than placebo. Although high blood pressure has been noted rarely in cancer patients treated with PROCRIT, blood pressure should be monitored carefully, particularly in patients with a history of high blood pressure or heart disease. For full U.S. Prescribing Information and additional information on PROCRIT and anemia, visit www.procrit.com.