

Spotlight on Health



Join “1000 Cranes Of Hope” To Help Fight Cancer

(NAPSA)—Getting involved in the fight against blood cancer can be as easy as making a wish.

According to the American Cancer Society, nearly 138,000 people were diagnosed with a form of blood cancer last year, accounting for 9 percent of newly diagnosed cancer cases in the United States. Blood cancers are diseases that can affect the bone marrow, the blood cells, the lymph nodes and other parts of the lymphatic system.

These blood cancers include multiple myeloma, Hodgkin’s lymphoma, non-Hodgkin’s lymphoma and leukemia. Although several new treatments have greatly increased the rate of blood cancer cures and remissions in the past decade, ongoing research and continued advances in therapies are still needed to help improve the lives of patients.

To increase research, education and access to treatment for patients, Millennium: The Takeda Oncology Company developed the 1000 Cranes of Hope program.

The ancient Japanese tradition of senbazuru promises that a person who folds 1,000 origami cranes will be granted a wish, such as long life or recovery from illness. The crane, known in Japan as the “tancho,” has for generations embodied hope, beauty and good fortune. Many times a family or group of people have come together to accomplish this labor of love.

Each visitor to the program’s website is invited to make wishes, creating digital origami cranes that will join the flocks of others and share their voice in a community united against cancer. Visitors are also encouraged to read

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the collective wishes of patients, caregivers, health care providers and others who stand together to help find a cure for cancer. For each wish made, Millennium will make a donation to one of several professional and charitable organizations that are committed to advancing cancer research, treatment support and education.

“The 1000 Cranes of Hope program is a unique way for patients, treatment providers, family and friends to get involved in the fight against cancer,” said Tom K., a multiple myeloma survivor. “It was very touching and encouraging to read these heartfelt wishes during my treatment program for multiple myeloma.”

The initiative is a way to give back to the cancer community and to promote the development of extraordinary medicines for cancer patients through science, innovation and passion. For more information, visit www.1000cranesofhope.com.