



Providing hope to cancer patients and their supporters for more than 30 years

Mizzou coaching legend chosen for cancer survivorship honor

FOR IMMEDIATE RELEASE:

Norm Stewart, head basketball coach at the University of Missouri from 1967-1999 and a 22-year survivor of colon cancer, has been selected to receive the 2011 Richard A. Bloch Cancer Survivorship Award. It will be presented in Kansas City on Sunday, June 5 - National Cancer Survivors Day - at the 26th Kansas City Celebration of Life Rally. The annual event is the oldest and most inclusive cancer survivorship celebration in the United States.

“Norm Stewart’s determination to win is legend,” said Annette Bloch, president and co-founder of the R.A. Bloch Cancer Foundation. “He has taken that zeal from the basketball court to the fight against cancer. His personal victory over colon cancer was just a prelude to his work in founding and promoting the cause of Coaches vs. Cancer. It has raised more than \$65 million to wage war against this terrible disease, but just as importantly it has brought the attention of millions of basketball fans around the country to the strides being made to defeat cancer.”



Coach Stewart was diagnosed in 1989 with colon cancer. Surgery and chemotherapy forced him to miss the last 14 games of the season. It was a life-altering experience – so much so that years later, Stewart was quoted as saying he might know more about colon cancer treatment and research than college basketball.

In 1993, four years after his diagnosis, Stewart founded the organization Coaches vs. Cancer. At first, Stewart challenged fans to pledge a dollar amount for every three-point shot made by his team during the season. Today, the organization is a joint effort of the National Association of Basketball Coaches and the American Cancer Society to raise awareness about cancer and funds for fighting it. Over the years, college and high school basketball coaches in Coaches vs. Cancer have launched many awareness and fund-raising programs. Its highest profile event is a basketball tournament every November in New York’s Madison Square Garden.

“The last 10 or 15 years have produced so many advancements, not only in the ability to detect colon cancer but the ability to treat it if you are unfortunate enough to get it,” Stewart said in 2005. “The fear of cancer was just dramatic for my generation. Now we’ve...made more people aware that it’s not the final thing if you have cancer.”

The Bloch Cancer Survivorship Award was established in 2006 to honor people who have survived cancer and gone on to make a difference in the lives of others dealing with it. Past winners are KMBC-TV news anchor Larry Moore; Virginia and James Stowers, founders of the Stowers Institute for Medical Research; Barbara Unell, founder of Back in the Swing Retail Therapy; Gary Lezak, NBC Action News chief meteorologist; and Len Dawson, former Kansas City Chiefs quarterback and NFL Hall of Fame member.

Richard A. Bloch, the “R” in H&R Block, was diagnosed with advanced lung cancer in 1978 and given three months to live. He was declared cancer-free in 1980 after two years of aggressive treatment, and he lived 24 more years before dying of heart failure in July 2004. He and Annette established the foundation that bears their names to help others diagnosed with cancer. All of the foundation’s programs are free, including a toll-free national hotline, peer-to-peer counseling by cancer survivors, survivorship books and cancer survivor parks in 24 communities in the United States and Canada.

The R.A. Bloch Cancer Foundation celebrated its 30th anniversary in 2010 and continues its mission of giving hope to patients and their loved ones that cancer is a word, not a sentence.

Rosanne Wickman, Hotline Director

R.A. Bloch Cancer Foundation, One H&R Block Way, Kansas City, MO 64105

Phone (816) 854-4364 ~ Fax (816) 854-8024 ~ Hotline (800) 433-0464

rwickman@hrblock www.blochcancer.org