

About the Kidney Cancer Association (KCA)

The Kidney Cancer Association (KCA) is a charitable organization based in Illinois/USA that supports and educates people suffering from renal cancer and their families. It serves as an advocate on behalf of the patients at state and federal levels and funds, promotes, and collaborates with several groups and institutions on research projects.

Find more information at www.kidneycancer.org



Apply now: Closing
date for applications
is March 1, 2011

About Bayer HealthCare

Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the health care and medical products industry. Its aim is to discover, manufacture, and market products that will improve human and animal health worldwide.

Find more information at www.bayerhealthcare.com.

European Journalists' Award

"Advances in Renal Cancer" 2011

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Kidney Cancer Association
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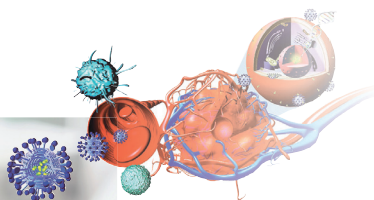
Bayer HealthCare

Outstanding: Medical reporting on renal cancer

Renal cell carcinoma is one of the most common malignant cancers worldwide with a significant unmet medical need. Thus, raising awareness is still of vital importance. Especially media coverage can play a crucial role with regard to calling attention to new, diagnostic therapy options.

At www.viva.vita.bayerhealthcare.com the Bayer HealthCare press portal provides you with a wide range of background material you are free to use for your work. Maybe you have already published an article on renal cancer during the last months, which covered the issue in a critical, but yet objective manner?

Then take your chance now: Submit your work and apply for the European Journalists' Award "Advances in Renal Cancer" 2011!



Facts and conditions for participation

Since 2008, Bayer HealthCare and the Kidney Cancer Association (KCA) have been announcing the annual European Journalists' Award "Advances in Renal Cancer" to support and promote medical reporting focusing on the issue of renal cancer. The prize is endowed with Euro 7,500.

Journalistic work submitted for this year's award will be taken into account, if it was published between March 1, 2010, and February 28, 2011, in printed media, radio, television, or film.

Closing date for applications is March 1, 2011.

For further information, current application documents, and statutes please go to: www.viva.vita.bayerhealthcare.com/kidneycanceraward