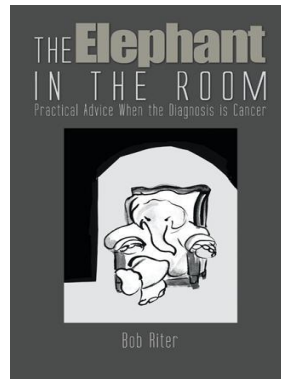


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**THE ELEPHANT IN THE ROOM:
PRACTICAL ADVICE WHEN THE DIAGNOSIS IS CANCER
FACT SHEET**

DESCRIPTION:

In “The Elephant in the Room: Practical Advice When the Diagnosis Is Cancer,” author Bob Riter helps people sort out many of the issues involved with a cancer diagnosis. This collection of previously published columns addresses an array of topics related to the diagnosis of cancer, its treatment and the often difficult period when treatment ends. It provides advice on breaking the news to parents and children, including tips on what to say and what not to say.

It also examines nontraditional cancer therapies, doctor-patient interactions, survivor's guilt, the after-treatment blahs and cancer as a chronic disease. Articles in the collection also discuss advocating for a loved one, talking about hospice care and being single with cancer. “The Elephant in the Room” provides useful tips for cancer patients and their friends and family to help them cope with this life-changing diagnosis.

MISSION:

The purpose of this book is to help people have conversations about cancer. Author Bob Riter said, “We don’t need to tiptoe around the elephant in the room.”

All proceeds from the sale of the book will be donated to the Cancer Resource Center, in Ithaca, N.Y., to further its work and support its belief that no one should face cancer alone.

AUTHOR: Bob Riter is the executive director of the Cancer Resource Center of the Finger Lakes. In addition, Bob writes a regular column about living with cancer for the Ithaca Journal. Those columns serve as the foundation for this book. Bob's involvement with cancer support and education began in 1996 when he was diagnosed with breast cancer.

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ISBN NUMBER: 978-1462046584

NUMBER OF PAGES: 144

RETAIL PRICE: Soft-cover: \$14.95
E-book: \$9.99

AVAILABLE AT: National and Online: Amazon and Barnes & Noble
Local Ithaca Retailers: Buffalo Street Books, Barnes & Noble and at the Cancer Resource Center

ABOUT THE CANCER RESOURCE CENTER: The Cancer Resource Center of the Finger Lakes is a nonprofit located in Ithaca, a small city in the Finger Lakes region in New York. Founded as the Ithaca Breast Cancer Alliance in 1994, the organization was renamed the Cancer Resource Center in 2007 to better reflect its scope of services for all types of cancer for men and women.

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October 25, 2011