MEDIA ALERT - LOCAL MAN TO SCALE 4,800m SUMMIT OF MONT BLANC

FOR IMMEDIATE RELEASE - 28.06.10

INTERVIEWS AVAILABLE:
FUNDRAISER - ANDREW TOY
FOUNDER OF THE MOUTH CANCER FOUNDATION - DR VINOD JOSHI

To arrange an interview please call Media Ambitions on 0208 940 2222.

“Climbing Mont Blanc will be an enormous physical challenge, but I know this is nothing compared to the challenges faced by someone diagnosed with cancer of the head and neck”

Andrew Toy, Fundraiser

A Dentist from Nottingham is hoping to scale one of the highest mountains in the world to raise much needed awareness and funds for the UK’s leading mouth cancer charity, the Mouth Cancer Foundation.

Andrew Toy, 52, intends to do an ascent of Mont Blanc on Friday 9th July along with an old friend, Trevor Riddiough. The pair will be assisted up the thick perennial ice and snow by Trevor’s son Dai, 18 and Andrew’s stepson Graham, 21.

Andrew practices in and around both Loughborough and Melton Mowbray and has a professional connection with head, neck and mouth cancer in his daily work with patients; he also does a lot of lecturing around the UK in representing the FGDP (Faculty of General Dental Practice) as vice-chair of Research. However, this professional association drastically changed when very recently, Andrew’s highly valued financial adviser, Stephen Mills, was diagnosed with a squamous cell carcinoma of the tongue - literally days after coming back from their chalet in Chamonix. Andrew and Stephen both share a passion for the mountains and Chamonix in particular.

The link with the Mont Blanc ascent was the trigger to get that got him thinking about supporting the Mouth Cancer Foundation.

Andrew says “I know successful prevention, diagnosis and treatment of this disease comes as a result of investment in research and training and I hope my small efforts to raise some much needed funding and the profile of the Mouth Cancer Foundation will help others too.”

Andrew’s colleague and new business partner, Dr John Barry, was treated for squamous cell carcinoma of the tonsil 4 years ago. Since he recovered from his treatment, John has gone out and set up two new businesses in the world of dentistry, The Dental Plan and The Dental
Business Academy. Andrew says “John is probably one of the most energetic and positive people you could hope to meet and a wonderful example of how people can thrive after diagnosis and treatment of head and neck cancer.”

In order to prepare for this extremely brave quest Andrew is participating in the Chamonix Cross on 26th June, so has been running up to 12 miles at a time. Also as part of his training he has also started jogging on the treadmill for 30 minutes on the maximum level of the hill programme - in addition to doing 40 press-ups a day!

Mont Blanc lies between regions in Italy and France. Andrew was informed that before doing the ascent, it is necessary to spend a few days with the guide on the nearby glaciers training with crampons, ropes and ice axe. He will also need to stay overnight in a few of the very high mountain huts to acclimatise and believes that altitude sickness will be his biggest challenge.

Dr Vinod Joshi, founder of the Mouth Cancer Foundation, says “Highlighting the symptoms of this terrible disease will help save lives in the future. Raising funds for us will allow us to provide free materials during our mouth cancer awareness campaigns and support for mouth cancer survivors.”

For more information on the Mouth Cancer Foundation visit www.mouthcancerfoundation.org or visit http://www.justgiving.com/AndyToy to donate to Andy’s fund.

-ENDS-

For general press enquiries, please contact:
Elizabeth Ayto, Kathryn Platt or Holly Saich
Media Ambitions - 020 8940 2222
elizabeth@mediaambitions.com
kathryn@mediaambitions.com
holly@mediaambitions.com
www.mediaambitions.com

NOTES TO EDITORS

The Mouth Cancer Foundation - www.mouthcancerfoundation.org
The Mouth Cancer Foundation is a registered charity no. 1109298.
In 2010 The Mouth Cancer Foundation celebrates its 5th anniversary.

In the UK, nearly 8000 people are diagnosed with Mouth Cancer every year. Cancers can occur in any part of the mouth, tongue, lips, and adjacent areas like the throat, salivary glands, pharynx, larynx, sinus, and other sites in the head and neck area. In its very early stages, these Mouth Cancers can be easy to ignore.

* Symptoms include:
1. An ulcer or white or red patch anywhere in the mouth that does not heal within 3 weeks
2. A lump or swelling anywhere in the mouth, jaw or neck that persists for more than 3 weeks
3. A difficulty in swallowing, chewing or moving the jaw or tongue
4. A numbness of the tongue or other area of the mouth
5. A feeling that something is caught in the throat
6. A chronic sore throat or hoarseness that persists more than 6 weeks
7. An unexplained loosening of teeth with no dental cause

More information about Mouth Cancer is available at the Mouth Cancer Foundation web site www.mouthcancerfoundation.org or by emailing info@mouthcancerfoundation.org