



Press release  
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## **Beating Bowel Cancer Launches New Website**

Today the national charity Beating Bowel Cancer launches an innovative new website that will enable it to engage with many more people affected by the UK's second biggest cancer killer.

The new website, which is launching in April to mark Bowel Cancer Awareness Month, was designed to help bring the charity's social media and online communications together in one place.

Mark Flannagan, Chief Executive of Beating Bowel Cancer said, *"We connect with thousands of people via social networking sites daily, and we know that there are many people more out there who would benefit from our information and support services.*

*"Our new website's unique functionality will enable people to access high quality information and the support they need; when they need it, and in a format that works for them."*

Anyone worried about bowel cancer will find the new nurse videos a valuable source of support and information. Beating Bowel Cancer nurse advisor, Louisa, answers the questions most commonly asked by callers to the charity's helpline, allowing people to get the answers they need any time of the day or night.

In addition, user friendly forums hosted on the site will allow bowel cancer patients and colorectal nurses to discuss the issues that matter to them, and provide emotional and professional support to one another.

The new website content, and all materials available through the site, are accredited by the Information Standard and throughout April there will be a link to the site from homepage of the Department of Health website.

[www.beatingbowelcancer.org](http://www.beatingbowelcancer.org) was designed and built by Pedalo Limited.

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Notes to editors

**www.beatingbowelcancer.org** contains a host of new features including:

- Bowel cancer FAQs answered by Nurse Advisor Louisa
- More real life patient stories and videos
- New forums for both patients and nurses
- Direct links to Beating Bowel Cancer's social media sites
- Information Standard accredited information
- In Your Area - where individuals can share details of their fundraising events
- The Bottom Line – a short film which follows a man as he discovers bowel cancer symptoms, does he act upon them or not? Watch the two alternate outcomes unfold, in parallel.

**Beating Bowel Cancer** is a national charity for bowel cancer patients, working to raise awareness of symptoms, promote early diagnosis and encourage open access to treatment choice for those affected by bowel cancer. Through our work we aim to save lives from this common cancer. For more information visit [www.beatingbowelcancer.org](http://www.beatingbowelcancer.org).

**Pedalo Limited** is a web agency who specialise in delivering open source CMS applications within the charity sector. We provide a consultative and hands on service; our aim being to understand the needs of our clients and work together with them to deliver return on investment through a coherent digital strategy. [www.pedalo.co.uk](http://www.pedalo.co.uk)