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FOR IMMEDIATE RELEASE

CANCER DOCTOR PUTS FOCUS ON TREATING PATIENT, NOT TUMOR: October is National Breast Cancer Awareness Month

WHO: **Dr. Francisco Contreras** serves as director, president and chairman of the Oasis of Hope Hospital. A distinguished oncologist and surgeon who has participated in the World Conference on Breast Cancer, Contreras is renowned for combining conventional and alternative medical treatments with emotional and spiritual support.

He says that conventional medicine pays too much attention to the tumor instead of the patient, that sometimes the "cure" can be worse than the disease. He says that although there is no "silver bullet" cure for cancer, many patients learn to manage their disease and add years, sometimes decades, to their lives.

Oasis of Hope is pioneering a new approach to cancer treatment called Integrative Regulatory Therapy. After two years, women with end-stage breast cancer have a survival rate of 68.2 percent, compared to a typical rate of 44 percent in the United States.

WHAT: October is National Breast Cancer Awareness Month. North America has the highest rates of breast cancer in the world

WHEN: By appointment

DETAILS: Oasis of Hope Hospital is one of the world's leading institutions in the research and treatment of cancer with integrative therapies, combining the best of conventional and alternative approaches. The hospital, founded by the late Dr. Ernesto Contreras Sr. in 1963 in Playas de Tijuana, Mexico, has treated more than 100,000 patients – 60 percent with cancer – from 55 countries.

NOTE: For more information or to schedule an interview with Dr. Francisco Contreras, contact Steve Yount of A. Larry Ross Communications at 972.267.1111 or steve@alarryross.com.