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4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:
Jodi Phillip
972.267.1111
Jodi@alarryross.com

FOR IMMEDIATE RELEASE

LEADING ONCOLOGIST CONTRERAS OFFERS TIPS ON COLORECTAL CANCER: March Devoted to Raising Awareness of Disease that Kills Thousands

WHAT: March is Colorectal Cancer Awareness Month. About 147,000 people were diagnosed with cancer of the colon or rectum in 2009 with an estimated 50,000 dying from the disease.

Dr. Francisco Contreras of Oasis of Hope Medical Group champions an approach to fighting cancer that focuses on the overall health of the patient instead of just eradicating the tumor. He also believes in a preventive approach that emphasizes eating a healthy diet, rather than processed foods, and exercise.

WHO: **Dr. Francisco Contreras**, President of Oasis of Hope Medical Group, which recently opened a treatment center in Irvine, Calif. He is considered one of the world's foremost experts on integrative cancer therapies, combining the best of conventional and alternative approaches.

Dr. Contreras and Oasis of Hope have recently been featured on CNN, MSNBC and Fox and Friends. He is the co-author of "Hope, Medicine & Healing."

WHEN: By appointment Monday, March 15 through Wednesday, March 17 via telephone or in studio in Southern California

DETAILS: Oasis of Hope is pioneering a new approach to cancer treatment called Integrative Regulatory Therapy. People with stage IV colorectal cancer who receive IRT have a four-year survival rate between two and three times better than patients who receive conventional treatment, such as surgery and chemotherapy, according to statistics provided by Oasis of Hope and the National Cancer Institute in the United States.

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