



For Immediate Release

DATE: Tuesday, March 19, 2024

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The Power of Our Food Choices **With Dr. Campbell of *The China Study***

Rochester, NY – Each month, the Breast Cancer Coalition hosts a webinar as part of the organization's Evening Educational Webinar Series. Focusing on a variety of topics related to health and wellness, the webinars are free and open to the public. On **Wednesday, March 27 at 7 pm**, Thomas M. Campbell, MD, will present on his recent findings for a pilot study of nutrition in metastatic breast cancer.

Dr. Campbell is the founder and co-director of the UR Medicine/Highland Hospital Nutrition in Medicine Research Center, where he conducts trials to study the effects of comprehensive dietary change. He focuses on whole food plant-based nutrition and outcomes related to various diseases. His recent feasibility study noted improvements in quality of life for those diagnosed with metastatic breast cancer after following a whole food plant-based diet over the course of eight weeks.

In 2005, Dr. Campbell co-authored *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss, and Long-Term Health*. The study, originally conducted by Dr. T. Colin Campbell (Dr. Campbell's father) in the 1980s, is highly acclaimed and revered as one of the most important modern studies surrounding the intersection of what we eat and our overall health.

While Dr. Campbell's most recent study focuses on individuals living with an advanced cancer diagnosis, his research speaks to the importance of food choices and the noticeable impacts they can make on our health in relatively short periods of time.

The Coalition welcomes participation from the public for the Evening Educational Webinar Series. Conducted via Zoom, participants are encouraged to submit questions prior to the presentation to ensure a dynamic, informative, and engaging experience. Dr. Campbell's presentation is a must-see for anyone interested in health and wellness. Register today at <https://bccr.org/evening-educational-webinars/> and submit questions to Christina@BCCR.org.

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The Breast Cancer Coalition of Rochester's mission is to cultivate community among those touched by breast or gynecologic cancer; to empower informed decision-making through education, support, and advocacy; and to advance research in our region with the goal of eradicating breast cancer.