

Juggling Video Highlights Breast Cancer Screening

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(PhysOrg.com) -- Playing by Air Productions, a Nashville-based entertainment company, has teamed up with Vanderbilt-Ingram Cancer Center to create a new video aimed at busting a common myth about breast cancer risk and reminding women of the importance of regular screening.

The video, featuring female jugglers from across the country, is the latest project of Catch It Early, a [cancer](#) “edutainment” initiative that uses juggling to create awareness of the importance of catching cancer through early detection. The humorous video is being launched this week at www.catchitearly.org in conjunction with National [Breast Cancer](#) Awareness Month.

“When it comes to breast cancer, many myths and misconceptions keep women from getting the appropriate screening to catch cancer early,” said Jacob Weiss, one of the founders of Catch It Early. “This video targets one of those myths and uses juggling and humor to deliver valuable information.”

The Web site also includes information about breast cancer detection and screening as well as links to credible cancer information resources, including the American Cancer Society and the National Cancer Institute.

The Catch It Early initiative, which launched last spring, uses a variety

of online, social media and in-person approaches, including juggling at community cancer events, such as last week's Light the Night, an event of the Leukemia and Lymphoma Society.

On Saturday, Team Catch It Early will be “joggling” (juggling while running) during Komen's Race for the Cure in Maryland Farm to build awareness for breast cancer prevention in Middle Tennessee.

Catch It Early's efforts also have focused on creating awareness about the importance of testicular self-examinations as a way to detect testicular cancer early.

Weiss hopes that other jugglers and cancer centers around the country will join in this effort to spread the word about catching cancer early. Information on how to get involved or volunteer is available on the *Catch It Early* Web site.

Provided by Vanderbilt University Medical Center ([news](#) : [web](#))

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