

CERTAIN VEGETABLES MORE POTENT RAW THAN COOKED

Just 3 servings of these veggies a month can protect your bladder

Suggested Date of Use: *Generic*

Roswell Park Cancer Institute

Reporter: Clark Powell	Version 1 with Reporter – Mixed audio with reporter voice over
Produced by: MediaSource www.mediasourcetv.com	Version 2 – “Nat Sound/Sound Bites” – Nat Sound and Sound Bites only - Extra B-roll covers the reporter stand-up.
Package Length: est. 1:28	Location: Roswell Park Cancer Institute Buffalo, New York

SUGGESTED TEASE	STILL TO COME, WE ALL KNOW THAT EATING YOUR VEGETABLES IS GOOD FOR YOU, BUT SCIENTISTS SAY HOW YOU EAT THEM CAN MAKE A BIG DIFFERENCE. WE’LL EXPLAIN, NEXT IN HEALTH NEWS.
ANCHOR LEAD	THE ADVICE YOUR MOM GAVE YOU TO EAT YOUR VEGETABLES IS GETTING MORE SCIENTIFIC BACKING – THIS TIME WITH A TWIST. RESEARCHERS NOW SAY THAT EATING CERTAIN VEGETABLES RAW CAN HAVE MORE HEALTH BENEFITS THAN IF YOU EAT THEM COOKED. CLARK POWELL HAS DETAILS.
	(Nats – making fruit smoothie) :02
CG: Courtesy: Roswell Park Cancer Institute :00 - :03 Shots of Katie making smoothie	KATIE HERDLEIN (<i>pronounced: HERD-line</i>) HAS ALWAYS BEEN A HEALTHY EATER – BUT WHEN SHE WAS DIAGNOSED WITH BREAST CANCER, SHE REALLY MADE HER MENU A PRIORITY. KATIE ATE EVEN MORE FRUITS AND VEGETABLES AND BELIEVES IT WAS HER DIET THAT HELPED HER TO NOT ONLY GET THROUGH CHEMOTHERAPY, BUT GET A MASTER’S DEGREE IN COLLEGE AT THE SAME TIME. :15
CG: Katie Herdlein Breast cancer survivor :15 - :22	“You can’t believe how much better you feel. You just can’t believe it. You’ll have a lot more energy and you just feel good about yourself in every way.” :09
	(Nats – chopping broccoli) :01
Shots of Katie cutting broccoli Shots of scientists in lab together	BUT THESE FOODS MAY HAVE DONE MORE FOR KATIE THAN JUST GIVE HER ENERGY. SCIENTISTS AT ROSWELL PARK CANCER INSTITUTE IN BUFFALO, NEW YORK HAVE FOUND THAT CRUCIFEROUS (<i>pronounced: croo-SIFF-er-us</i>) VEGETABLES – THINGS LIKE BROCCOLI, CAULIFLOWER AND CABBAGE, MAY PROTECT KATIE FROM ANOTHER FORM OF CANCER, TOO. :14
CG: Susan McCann, PhD Roswell Park Cancer Inst. :38 - :45	“People who consumed at least 3 or more servings of cruciferous vegetables a month had about a 40% reduction in risk of bladder cancer.” :10

<p>Shots of scientists working in lab</p> <p>Shots of Katie cutting up broccoli</p>	<p>RESEARCHERS SAY THE AMOUNT OF PROTECTION YOU GET IS REMARKABLE, CONSIDERING HOW LITTLE YOU HAVE TO EAT. JUST THREE SERVINGS A <u>MONTH</u> CAN HELP KEEP YOUR BLADDER HEALTHY – BUT THERE’S A CATCH.</p> <p>SCIENTISTS SAY WHEN THESE SAME VEGETABLES ARE COOKED, SOMETHING HAPPENS IN THEIR CHEMICAL MAKE UP THAT MAKES THEM LESS EFFECTIVE WHEN IT COMES TO BLADDER CANCER, BUT WHEN YOU EAT THEM RAW... :18</p>
<p>CG: James Marshall, PhD Roswell Park Cancer Inst. 1:01 - 1:06</p>	<p>“These induce a kind of enzyme that detoxify – that may detoxify carcinogens.” :07</p>
<p>Shots of cruciferous vegetables</p> <p>Shots of Katie drinking smoothie</p>	<p>IN OTHER WORDS, THESE RAW VEGGIES SEEM TO HELP NEUTRALIZE OR EVEN KILL CANCER-CAUSING AGENTS. OFFERING EVEN MORE PROOF THAT YOU GET OUT OF YOUR BODY, WHAT YOU PUT INTO IT.</p> <p>AT ROSWELL PARK CANCER INSTITUTE IN BUFFALO, NEW YORK, THIS IS CLARK POWELL REPORTING. :13</p>
<p>ANCHOR TAG</p>	<p>THE CRUCIFEROUS VEGETABLES THAT ARE EASIEST TO EAT RAW ARE BROCCOLI AND CAULIFLOWER – BUT YOU CAN ALSO EAT BRUSSELS SPROUTS OR MUSTARD AND TURNIP GREENS.</p> <p>SCIENTISTS SAY YOU SHOULD STILL EAT A VARIETY OF FRUITS AND VEGETABLES, AND YOU MAY WANT TO EAT SOME OF THEM RAW FROM TIME TO TIME.</p>
<p>VIEWER INFORMATION</p>	<p>IF YOU’D LIKE MORE INFORMATION LOG ONTO www.roswellpark.org OR CALL ROSWELL PARK CANCER INSTITUTE AT 1-877-ASK-RPCI (1-877-275-7724).</p>
<p>EXTRA BITES</p>	
<p>CG: Susan McCann, PhD Roswell Park Cancer Inst.</p>	<p>“When you looked at broccoli, cauliflower and cabbage consumed raw, or uncooked, that’s where we saw most of the effect with bladder cancer.”</p> <p>“But we also saw that as you consumed more, your risk went down. So, you got a greater protection if you consumed more than 6 servings a month than you did if you consumed 3-6 servings a month.”</p>
<p>CG: James Marshall, PhD Roswell Park Cancer Inst.</p>	<p>“These compounds may contribute to an oxidative-stress balance. They may protect against oxidative stress.”</p> <p>“It’s important that when people see evidence like this and findings like this, they not rush out and focus their lives on a single finding. The fact of the matter is, that over 95% of the population, the living population in the United States will never encounter bladder cancer.”</p>

CG: Katie Herdlein
Breast cancer survivor

“I was really shocked when I was diagnosed with breast cancer – I thought I would be the last person in the world because I was such a healthy – I walked all the time, I was probably in the best shape I ever was in – it was a shock.”

“It’s easy not to add that into your diet. You have to make a conscious effort to go to the grocery store to buy them all the time and to prepare them and have them available in your refrigerator.”

For Viewer Information on this story:
Roswell Park Cancer Institute: 1-877-275-7724

Produced by:



1800 West 5th Avenue
Columbus, Ohio 43212
Tele: 614.932.9950 Fax: 614.932.9920
www.mediasourcetv.com

Roswell Park Cancer Institute Media Relations Department 716-845-8593