



**MEDIA RELEASE**

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FOR IMMEDIATE RELEASE

**Bestselling Thyroid Disease Author Publishes  
First Consumer Book Ever Devoted to Thyroid Cancer**

THE THYROID CANCER BOOK By M. Sara Rosenthal, ISBN 1-55395-059-3

M. Sara Rosenthal, Ph.D., bestselling author of *The Thyroid Sourcebook* (recommended by *The New York Times*), *The Thyroid Sourcebook for Women* and *The Hypothyroid Sourcebook* has just published *The Thyroid Cancer Book*, the only consumer book to date devoted to thyroid cancer. A thyroid cancer survivor herself, Rosenthal wrote the book she wishes she'd had when diagnosed in 1983.

*The Thyroid Cancer Book* explains all forms of thyroid cancer and its treatment in plain language. It was written in consultation with the leading thyroid cancer medical experts in North America, and is the only book of its kind in the world. It includes extensive information on:

- Significant risk factors for developing the disease, and how to find and investigate lumps in the neck
- Papillary and follicular thyroid cancers, as well as the less common medullary and anaplastic cancers
- Treatment options, surgery and radioactive iodine
- Post-treatment follow up, whole body scans and Thyrogen
- Self-healing and complementary therapies
- The emotional impact of cancer on families and loved ones
- Palliative care

While thyroid cancer accounts for roughly two percent of all cancers, it's among the fastest growing cancers in incidence. Its causes in North America are associated with fallout from nuclear testing in the American midwest, and environmental causes, which Rosenthal also writes about in detail.

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**What thyroid cancer survivors are saying about *The Thyroid Cancer Book*:**

"Once again, Rosenthal has written a thoughtful, comprehensive, well researched, highly readable book, which will greatly benefit both newly diagnosed patients and veteran thyroid cancer survivors."

Hal Crane, attorney (Morganville, New Jersey).

"An excellent, easy-to-read introduction to the complexities of thyroid cancer for the layperson, addressing not only the medical issues, but the emotional and social impact of the disease on patients, their friends and families."

Dianne Dodd, author (Ottawa, Ontario).

"If I could, I would put this book in the hands of every thyroid cancer patient! Rosenthal provides the information patients need to make decisions about their care, and the reassurance that they are not alone."

Megan Stendebach, writer of a collection of lighthearted thyroid cancer songs (San Antonio, Texas, [www.thyroidcancersongs.com](http://www.thyroidcancersongs.com)).

**About the Author**

M. Sara Rosenthal is a sociologist and bioethicist who completed her Ph.D. at The University of Toronto Joint Centre for Bioethics. She is author of more than 25 books and is an Associate of the University of Toronto Centre for Health Promotion, as well as Medical Ethicist for The American Foundation for Thyroid Patients.

*The Thyroid Cancer Book* is published by Your Health Press, the health promotion company founded by M. Sara Rosenthal. Your Health Press is dedicated to rare, stigmatizing or controversial health topics.

*The Thyroid Cancer Book* by M. Sara Rosenthal, Ph.D.; 168 pages; paperback; \$24.95 US \$28.95 CDN; Published by Your Health Press, Printed by Trafford Publishing; ISBN 1-55395-059-3

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