

Go Zebra Striped on Social Media This November

**To Help Raise Awareness of NETs and Carcinoid Cancer,
The Carcinoid Cancer Foundation Is Making It Possible
To Add Zebra Stripes to Your Facebook Photo**

In anticipation of **Worldwide NET Cancer Awareness Day** on **November 10** and throughout the month of November, the **Carcinoid Cancer Foundation**, with support from **Advanced Accelerated Applications**, aims to increase awareness of neuroendocrine tumors (NETs) and carcinoid cancer by offering a **social media photo filter** to enable you, your family and friends to **Go Zebra-Striped**.



GO ZEBRA-STRIPED

Why the zebra? The zebra is meant to encourage medical professionals to consider diagnoses beyond the most common ones: When you hear hoof beats, you may think it's a horse, but sometimes it's a ZEBRA, the rare and unexpected possibility. By deciding to Go Zebra-Striped, we all hope to help NET cancer patients receive correct diagnoses faster.

On November 10 each year, patients, families, advocates and medical professionals around the world unite to raise awareness for carcinoid/neuroendocrine cancer. **These cancers are incorrectly diagnosed between 60% and 80% of the time, and it typically takes about five years for patients to receive a correct diagnosis.** Often these misdiagnoses prevent patients from receiving the appropriate treatment.

To Go Zebra Striped, visit our **Facebook page** at www.facebook.com/carcinoid for the app to Go Zebra Striped (see apps in left-hand column or the Go Zebra Striped tab under the large photo at the top of the page). Or, to Go Zebra-Striped on other social media, follow this link and scroll down for instructions: <http://www.carcinoid.ngo/>

We're excited to have you Go Zebra-Striped with us.

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