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MEDIA ALERT

Register Now for Society of Interventional Radiology's Annual Scientific Meeting

Breakthroughs in Minimally Invasive Treatments Will Be Showcased; Press Conferences Set for 9 a.m. (ET) on Monday, March 17; Tuesday, March 18

- WHAT:** Society of Interventional Radiology's 33rd Annual Scientific Meeting
- WHEN:** Saturday, March 15–Thursday, March 20, 2008
- WHERE:** Walter E. Washington Convention Center, Washington, D.C.; press room: 203A; press conference room: 203B
- TOPICS:**
- Freezing Kidney Cancer:** Two leading cancer centers show the same remarkably successful result for kidney cryoablation. Interventional radiologists can treat localized kidney tumors on an outpatient basis for most patients.
- Eye Cancer in Children:** A new interventional radiology treatment successfully treats advanced retinoblastoma—a deadly, inherited cancer of one or both eyes in children—saving eyes from being surgically removed.
- New Frostbite Treatment:** Frostbite has typically been treated by re-warming the affected area and—in severe cases—by amputating limbs. Interventional radiologists now bring the first new treatment in decades to save frozen tissue in hands and feet.
- New Treatment for Bone Marrow/Stem Cell Transplant Rejection:** New interventional radiology treatment offers hope for patients facing death from graft-versus-host disease.
- Deep Vein Thrombosis—Exciting News for DVT Awareness Month:** Data will be presented from the largest registry to date—with more than 500 patients.
- Osteoporosis:** Five-year results from nearly 900 patients in a vertebroplasty study to treat spinal fractures caused by osteoporosis will be presented.
- Lung Cancer:** Study on outpatient procedure using heat to destroy lung tumors in nearly 250 patients will be released.
- REGISTER FOR MEETING:** Visit www.SIRmeeting.org to register online (free), view scientific abstracts and download a meeting schedule.
- PRESS CONFERENCES:** Contact SIR's communications department to register for press conferences via email at mverrillo@SIRweb.org or by phone at (703) 460-5572.

Interview opportunities, medical illustrations and broadcast-quality video footage for several topics are available.