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**CONTACT**  
Maryann Verrillo (703) 460-5572  
Diane Shnitzler (703) 460-5582  
comm@SIRweb.org

## Media Alert

### Register Now for the Society of Interventional Radiology's 34th Annual Scientific Meeting

*Advances in Minimally Invasive Medicine Will Be Showcased for Kidney and Prostate Cancer, Back Pain and Vascular Disease; Press Conferences Scheduled for March 9, 10 at San Diego Convention Center*

**WHAT:** SIR's 34th Annual Scientific Meeting: nearly 5,300 physicians/scientists/allied health professionals

- Breaking news from two scientific press conferences
- Almost 400 scientific presentations and posters covering the newest trends in interventional radiology research
- Nearly 150 technical exhibits and product demonstrations
- Opportunity to interview experts in interventional radiology

**WHEN:** Meeting dates: Saturday, March 7–Thursday, March 12, 2009  
Scientific press conferences: Monday, March 9; Tuesday, March 10

**WHERE:** San Diego Convention Center, San Diego, Calif.; press room: 15A; press conference room: 15B

**TOPICS:** Some of the exciting topics that will be featured at this year's news conferences include:

- Killing kidney cancer with cold: remarkable results
- Using focal therapy/mapping for prostate cancer: look, no surgery
- Treating herniated discs: pain relief from unexpected source
- Seeing "Lazarus effect": relieving bone tumor pain
- Examining heart attack risk: surprising look at Framingham Risk Scores
- Treating peripheral arterial disease: stem cell therapy advances
- Studying women's health: making childbirth safer

**REGISTER FOR MEETING:** Visit [www.SIRmeeting.org](http://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 e-mail at [mverrillo@SIRweb.org](mailto:mverrillo@SIRweb.org) or by phone at (703) 460-5572.

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

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#### About the Society of Interventional Radiology

Interventional radiologists are physicians who specialize in minimally invasive, targeted treatments. They offer the most in-depth knowledge of the least invasive treatments available coupled with diagnostic and clinical experience across all specialties. They use X-ray, MRI and other imaging to advance a catheter in the body, usually in an artery, to treat at the source of the disease internally. As the inventors of angioplasty and the catheter-delivered stent, which were first used in the legs to treat peripheral arterial disease, interventional radiologists pioneered minimally invasive modern medicine.

Today many conditions that once required surgery can be treated less invasively by interventional radiologists. Interventional radiology treatments offer less risk, less pain and less recovery time compared to open surgery.