Press release (Cision)

Not Rare, Just Missed: Canadian Neuroendocrine Tumour Society Marks World NET Cancer Day with a Call for Earlier Diagnosis

CNETS asks the cities across Canada to light landmarks on November 10 to support those impacted by NET cancer

HAMILTON, ON, November 10, 2026 /CNW/ - On World NET Cancer Day, November 10, the Canadian Neuroendocrine Tumour Society (CNETS) is calling for greater awareness of neuroendocrine tumours (NETs), a cancer that is often missed for years because its symptoms look like common, everyday conditions.

NETs can develop almost anywhere in the body. Symptoms such as flushing, diarrhea, abdominal pain and wheezing are frequently attributed to IBS, rosacea, asthma, menopause or stress. As a result, many patients are not diagnosed until the cancer has spread, when treatment is more complex and outcomes are harder.

“NET is called a rare cancer, but too often it’s a missed one,” said Elizabeth Wood, President of CNETS, whose mother has lived with NET since 2014. “Cancer is never a one-person diagnosis. It’s a rock thrown into a pond. Every year without the right diagnosis falls on the patient, their family, and our health-care system. Earlier diagnosis changes all of that.”

Marj Walker, a Dundas resident living with NET and a member of the CNETS Board, spent years with symptoms before her diagnosis in 2019.

“For years I was told it was rosacea, IBS and stress,” said Walker. “By the time the cancer was found, it had spread. With a rare cancer, you have to educate and advocate for yourself at a time when you have no energy left. That’s why patients need CNETS.”

To mark the day, CNETS has cities all over Canada to light their landmarks zebra or white and teal to stand in solidarity with all those affected by NET cancer.

How to get involved on November 10:

- Learn the symptoms of NETs and share them with family and friends
- Share World NET Cancer Day posts on social media using #LetsTalkAboutNETs
- Visit cnets.ca for information, support and resources for patients and caregivers

About the Canadian Neuroendocrine Tumour Society

Founded in 2007, the Canadian Neuroendocrine Tumour Society (CNETS) is a registered Canadian charity dedicated to Canadians affected by neuroendocrine tumours (NETs). CNETS raises awareness of NETs among the public and the medical community, and offers support to patients and caregivers through peer-led support groups, phone and email support, and private

online communities. The Society also provides education through sessions across Canada, the NET Reference Guide and an annual medical and scientific meeting. It advocates for timely diagnosis and access to treatment, and funds Canadian NET research. Learn more at cnets.ca.

Charitable registration number: 85623 3986 RR0001

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