

Wisconsin Recognizes August as Appendix Cancer Awareness Month

Governor Evers proclaims the month as landmarks light amber for ACPMP's awareness initiative, alongside a new MCW course and the Living4Lindsey Foundation.

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/EINPresswire.com/ -- This August, the [Appendix Cancer PMP Research Foundation](#) (ACPMP) is leading a

statewide effort for Appendix Cancer Awareness Month, focused on a rare and poorly understood cancer. The month includes a proclamation from Governor Tony Evers, landmark lightings in Milwaukee and other cities, a new physician course developed by ACPMP and the Medical College of Wisconsin, and the ongoing work of the Living4Lindsey Foundation, started in memory of a young mother who died of the disease.

“

Wisconsin shows what awareness looks like when a community comes together: a proclamation, landmarks lit amber, physicians learning more about the disease, and families like the Jacobs leading the way”

Jim Carroll, ACPMP Board President

Appendix cancer affects roughly one to nine people per million each year. Because it is so uncommon, patients often wait a long time for a diagnosis and can struggle to find specialists who know the disease. Amber is the awareness color for appendix cancer and pseudomyxoma peritonei (PMP), and it runs through the month's events in Wisconsin.

A statewide proclamation

On July 3, 2026, Governor Tony Evers signed a proclamation naming August 2026 as National Appendix Cancer Awareness Month throughout the State of Wisconsin. Signed at the Capitol in Madison and attested by Secretary of State Sarah Godlewski, it notes that the disease is rare and often misunderstood, which can lead to misdiagnosis or a delayed diagnosis. The proclamation commends the observance to all Wisconsin residents and recognizes the patients, survivors, clinicians, and advocates working to raise awareness and improve care.

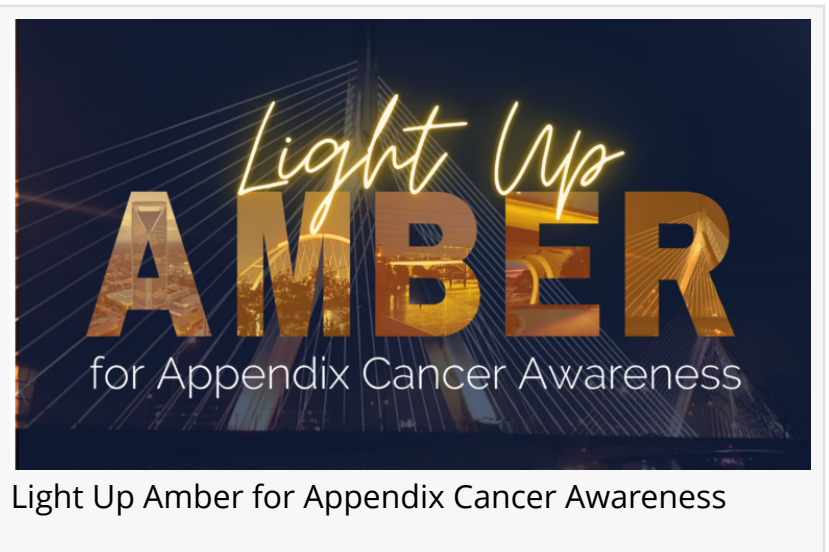
The proclamation came together largely through the work of ACPMP volunteer Deborah Stalsberg, who led the outreach to the Governor's office on behalf of Wisconsin patients and



families.

"This proclamation tells every Wisconsin family facing appendix cancer that they are seen. I'm grateful to the Governor's office for recognizing the month, and proud to do this work with ACPMP,"

Deborah Stalsberg, ACPMP volunteer



[Light Up Amber](#) across the state
More than twenty landmarks and institutions across Wisconsin are

expected to participate in Light Up Amber during Appendix Cancer Awareness Month, with planned participation in Milwaukee, Appleton, Eau Claire, La Crosse, and Red Cedar.

Participating locations include American Family Field, the Baird Center, Discovery World, the Mitchell Park Domes, the US Bank Center, the Gas Light Building, 600 East, MGIC, the Pritzlaff Building, Schlitz Park, the Wisconsin Center District, 1522 on the Lake, Colliers, the Milwaukee County Historical Society, Lakefront Brewery, and 330 Kilbourn in Milwaukee, as well as Houdini Plaza in Appleton.

Mayo Clinic and Mayo Clinic Health System locations in Eau Claire, La Crosse, and Red Cedar are scheduled to light amber on August 20.

Residents are encouraged to visit participating landmarks, share photos on social media, and use the hashtag #AmberforAppendixCancer to help raise awareness of appendix cancer and pseudomyxoma peritonei (PMP).

A Wisconsin family's mission

A lot of Wisconsin's activity traces back to the Living4Lindsey Foundation, based in the Waukesha area. The foundation honors Lindsey M. Jacob, who died in September 2024 at the age of 38 after a five-year battle with appendix cancer. It began as an awareness effort and has grown into a source of practical support for young families facing the disease who need financial assistance, with Living4Lindsey evolving into an outstanding partner in working with ACPMP to fund meaningful research. Its annual golf outing is one of the state's most visible appendix cancer events.

Lindsey's husband, Kris Jacob, has continued the work in her memory and has helped lead much of Wisconsin's participation this August.

"Lindsey believed no family should have to figure this disease out alone. Seeing Wisconsin light up amber, and knowing physicians here are learning more about appendix cancer, is exactly the

difference she wanted to make. Our family is grateful to everyone taking part.”

Kris Jacob, Living4Lindsey Foundation

New education for physicians

ACPMP and the Medical College of Wisconsin (MCW) collaborated to develop a new continuing medical education (CME) course, with funding provided jointly by ACPMP and MCW. Titled “The Neoplastic Appendix: When to Watch, When to Act, When to Refer,” the free, 30-minute course features educational content developed and presented by Dr. Ugwuji Maduekwe, an Associate Professor in the Division of Surgical Oncology at the Medical College of Wisconsin. Accredited and hosted through the Medical College of Wisconsin Office of Continuing and Professional Education, the course helps clinicians distinguish benign appendix findings from cancerous lesions and determine when to watch, treat, or refer a patient, including cases of low-grade appendiceal mucinous neoplasm, which can shorten the long waits patients often face for a diagnosis. The course is available on demand and offers up to one AMA PRA Category 1 Credit. It is open to physicians and advanced practice providers in primary care, emergency medicine, obstetrics and gynecology, surgery, and radiology, and registration is free at ocpe.mcw.edu.

“Because appendix cancer is so rare, many clinicians may see only a handful of cases in a career. Through this collaboration between ACPMP and the Medical College of Wisconsin, we’re helping equip providers with practical, evidence-based guidance that can shorten the path to appropriate diagnosis and specialty care.”

Dr. Ugwuji Maduekwe, Medical College of Wisconsin

A shared effort

The Appendix Cancer PMP Research Foundation (ACPMP) is leading these efforts across the state, alongside the Living4Lindsey Foundation and partners in medicine and government.

How to take part

Wisconsin residents can visit an amber-lit landmark, wear amber during August, share the campaign on social media, or learn more about appendix cancer and PMP at acpmp.org and living4lindsey.org.

About the Appendix Cancer PMP Research Foundation

The Appendix Cancer PMP Research Foundation (ACPMP) is a 501(c)(3) charitable organization (EIN 26-2890160) founded in 2008 by a community of people affected by appendix cancer, pseudomyxoma peritonei (PMP), and related peritoneal surface malignancies. ACPMP funds research to find better treatments and a cure, and supports education for health care professionals, patients, and families. Learn more at acpmp.org.

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