

News Release



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FOR IMMEDIATE RELEASE

Dads Should Give Their Kids the Greatest Gift for Father's Day
Annual Testing for Prostate Cancer Critical for Early Detection and Effective Treatment

CHICAGO, IL – June 2010 - There's no doubt that sons and daughters will shower dads with traditional Father's Day gifts: grills and barbecue accessories, a variety of tools and, of course, countless ties. But with the knowledge that the greatest gift of all is good health, people should consider giving their dad encouragement to get tested for prostate cancer.

Although prostate cancer kills nearly 28,000 men annually in the United States, it is not always recognized as a serious health issue. It is estimated that 192,000 new prostate cancer cases will be diagnosed this year, which is approximately equal to the number of new breast cancer cases to be diagnosed. One in every six men will develop the disease during his lifetime.

"Prostate cancer is not just an old man's disease," informed Cara Bielawski of Carol Stream, IL, whose father, Greg, was diagnosed with stage 4 metastatic prostate cancer in 1999 at age 54. At diagnosis, his PSA was 27 and his Gleason score was 7 (4+3). A biopsy revealed that the cancer had spread to nearby lymph nodes. Greg survived prostate cancer and remains cancer-free today due in large part to having had annual screenings for prostate cancer and having sought treatment immediately. He chose androgen deprivation therapy (ADT) along with radiation.

"The prospect of testing and dealing with prostate cancer can be daunting. But avoiding getting tested does not avoid cancer. Rather, it potentially limits treatment options in a cancer that's advanced. The earlier it's detected, the more easily it can be treated," continued Cara. "Get your dad to make an appointment to get tested for prostate cancer as part of a physical examination every year; not just for him but for his family. It sets a good example for his sons to follow since prostate cancer has a genetic component."

Early stage prostate cancer usually has no symptoms. The disease is diagnosed through a regular routine screening, which consists of a digital rectal exam (DRE) along with a prostate specific antigen (PSA) blood test. The risk of prostate cancer increases exponentially after age 50 and by the age of 60, as many as 34 percent of men show early evidence of prostate cancer. If detected while still in the prostate gland, prostate cancer has nearly a 100 percent five-year survival rate. Early diagnosis and treatment of prostate cancer will be two of the topics on the agenda at the Us TOO International Summit, Symposium & 20th Anniversary Celebration for men and their families battling prostate cancer scheduled for August 20-21, 2010 at the Hyatt Regency O'Hare in Rosemont, IL. Details and registration can be found at <http://www.ustoo.org/2010symposium>.

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"When my dad was diagnosed with prostate cancer, he took charge of the situation and became the captain of his own ship," recalled Cara, who now serves on the advisory panel for Us TOO Circles of Love, an education and support program for companions and families of prostate cancer patients. Her father immediately joined the local chapter of Us TOO International Prostate Cancer Education & Support Network. He's been an active member ever since and is currently on the board of directors. "When someone gets sick the disease affects the whole family. My family has responded by getting involved with Us TOO to help win the fight against prostate cancer. For the past few years my two brothers and I have volunteered for the SEA Blue Annual Prostate Cancer Walk. My father was the event co-chair last year." A joint venture between Us TOO and Wellness Place, the event has raised more than \$1.5 million dollars for prostate cancer support, education, and awareness. Now in its sixth year, the walk/run is scheduled for Sunday, September 19, 2010 at Lincoln Park in Chicago. Details and registration can be found at <http://www.SEABlueProstateWalk.org>.

In addition to the annual walk event, families can help battle prostate cancer and recognize Father's Day through Pints for Prostates "Donate for Dads" (<http://www.pintsforprostates.org/?p=481>). By purchasing Dad a virtual pint, six-pack, case, or keg of beer for Father's Day, 100 percent of the net proceeds raised will go directly to Us TOO International Prostate Cancer Education & Support Network. The donor can send his or her dad an eCard to remind him to take care of his health by getting an annual prostate health screening and PSA blood test.

Headquartered in Downers Grove, IL, Us TOO International (www.ustoo.org) is a grassroots, non-profit prostate cancer education and support network of 325 support group chapters worldwide, providing men and their families with free information, materials and peer-to-peer support for informed choices on detection, treatment options and information to cope with the disease. Founded in 1990, Us TOO is a registered 501(c)(3) nonprofit organization and a member patient advocacy organization of the National Health Council.

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Cara Bielawski (left) joins her brothers, Matt and Jason, for a family photo with her mother, Nancy, and her father, Greg, who is a prostate cancer survivor.