

News Release



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FOR IMMEDIATE RELEASE

Chicagoland Prostate Cancer Survivor Arms Others with Information and Hope

CHICAGO, IL – July 2010 – Russ Gould, 70, has helped thousands of people battling prostate cancer since he was diagnosed with the disease 13 years ago. Recently, a man came to Russ after being told by his physician that there was nothing more that could be done to treat the man's terminal prostate cancer. After talking with Russ and participating in a local Us TOO prostate cancer support group, the survivor learned of a physician with new treatment options which proved to be effective. Russ heard about the positive prognosis after the man boldly approached Russ and got in his face. Uncertain about the intent of the confrontation, Russ was both relieved and inspired when the prostate cancer survivor asked him, "Do you know you saved my life?"

More than 217,730 men in the United States will be diagnosed with prostate cancer in 2010. That's a 13.2 percent increase over last year and more than the 192,000 women who will be diagnosed with breast cancer. Deaths from prostate cancer are also on the rise from 2009 by 17.7 percent totaling 32,000.

"Once you're diagnosed with prostate cancer, it's critical to take charge of your health and learn all that you can about managing your treatment," explained Russ, who leads local chapters of Us TOO International Prostate Cancer Education & Support Network in Palatine and Glenbrook and interacts on a regular basis with 400 to 600 people who are coping with prostate cancer. "You need to ask a lot of questions and know what has or hasn't worked well for other men with a similar condition. The most powerful assault against the disease is clinical information from physicians about the latest medical treatments combined with guidance and advice from other prostate cancer survivors who have traveled the same path and have battled back to recovery."

Some of the most well respected prostate cancer experts will be speaking in Chicago on August 20 and 21 at the Us TOO International Summit, Symposium & 20th Anniversary Celebration for men and their families battling prostate cancer at the Hyatt Regency O'Hare in Rosemont (<http://www.ustoo.org/2010symposium>). The symposium will feature presentations on intimacy and incontinence, dietary supplements, hormonal therapy as a second line of defense for recurring and advanced disease, the latest in radiation therapy, and the latest in prostate cancer research programs through the U.S. Department of Defense.

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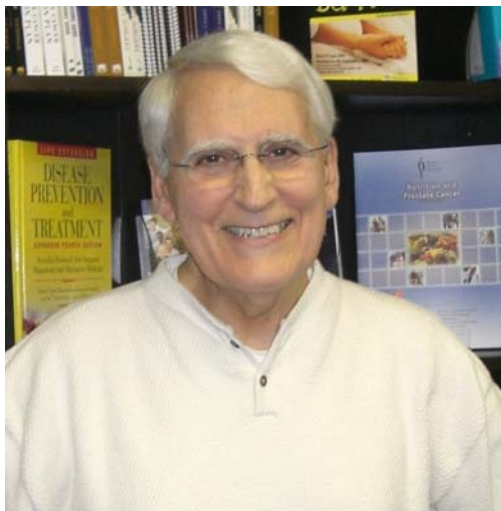
"If you have prostate cancer and have done your homework you'll recognize the elite physicians who will be speaking at this event including doctors "Snuffy" Myers, Michael Dattoli, John Muhall and Mark Moyad," acknowledged Russ. "You'll understand the immense value of being able to meet them, ask questions, and hear the latest on diagnosis and treatment. If you haven't yet done your homework and don't recognize the stature of these names, then you truly owe it to yourself and your loved ones to be at this event as a jump start to learning how to more effectively manage your prostate cancer condition."

In addition to an advocacy summit, awards dinner celebration, raffle and exhibits, 11 presentations over two days will spotlight industry thought leaders, researchers and physicians including Faina Shtern, MD, President and CEO, AdMeTech Foundation, James L. Mohler, MD, of Roswell Park Cancer Institute and chair of the NCCN, and Damon T. Arnold, MD, MPH, Director, Illinois Department of Public Health and prostate cancer survivor.

"People are traveling to Chicago from across the country to attend this event. Area residents have it in their own back yard. They need to take notice and take advantage of it," advised Russ. "It's a vital source of new information to empower prostate cancer survivors with a more effective action plan that they can pursue immediately. Knowledge leads to inspiration, motivation and hope. That's pretty powerful stuff."

Us TOO International Prostate Cancer Education & Support Network (www.ustoo.org) is a source of peer-to-peer support and free materials for men and their families to make informed choices on prostate cancer detection and treatment options. Founded 20 years ago by prostate cancer survivors and their families "who recognized that cancer affects us, too," the 501(c)(3) non-profit is headquartered in Illinois and works with volunteers in 325 affiliated support group chapters worldwide.

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Russ Gould