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Media Release:

Thunderwolves invite fans to join the Prostate Man team

Regional Cancer Care Northwest, the Northern Cancer Fund and Lakehead Thunderwolves Hockey join forces to reach men over 50.

February 1, 2011 *Thunder Bay* –Lakehead University Thunderwolves Hockey are asking men to join the “Prostate Man” team during a pivotal game in the Wolves’ season. The team has partnered with Regional Cancer Care Northwest and the Northern Cancer Fund to raise awareness about prostate cancer.

On Saturday the Wolves will play in unique jerseys, featuring the Prostate Man emblem, that will be auctioned off in a silent auction during the game. Winning bidders will receive the signed jerseys on the ice after the game and have their picture taken with the players.

Also, for the first time, bright yellow Prostate Man t-shirts with the big purple “P” will be for sale for \$15.00, as a way for men to show their support and become part of the team – with 100% of all proceeds going to the Northern Cancer Fund.

“Every man can join the team by showing his support and wearing the Prostate Man t-shirt. This is just another way we hope to build prostate cancer awareness within our community and the region,” said Glenn Craig, President & CEO of the Thunder Bay Regional Health Sciences Foundation.

One in six men will develop prostate cancer during their lifetime, making prostate cancer the most common cancer in men. In Canada, prostate cancer in men is comparable to rates of breast cancer in women.

Saturday’s game will feature an awareness campaign aimed at men age 50 and over, to get them thinking about their prostate health and take the necessary steps to prevent cancer.

Jason Mallon is Executive Director for Lakehead Thunderwolves Hockey: “Thunderwolves Hockey has very supportive fans, and we are happy to create prostate cancer awareness to ensure our fans consider the importance of their health and understand the early signs of prostate cancer.”

“In Canada, prostate cancer is the most frequently diagnosed cancer in men. In Thunder Bay, the incidence of prostate cancer is expected to rise by 67 per cent by 2014. Men ages 50 and over need to talk to their healthcare providers about prostate cancer. You can reduce your risk by being active for at least 30 minutes each day, eating right and living smoke-free. On Saturday the Thunderwolves will be looking out for the health of their fans, who also happen to be their friends, brothers, fathers, uncles, and supporters,” says Dr. Scott Sellick, Director of Supportive and



Palliative Care at Regional Cancer Care Northwest.

The Northern Cancer Fund of the Thunder Bay Regional Health Sciences Foundation raises funds that are 100% dedicated to supporting excellence in cancer care in Northwestern Ontario.

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