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Northern  
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Media release

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Local men lend their faces to the new Prostate Man campaign

The new faces of the popular Prostate Man campaign were revealed today, and they prove that, indeed, every man can be Prostate Man.

“Our goal with this year’s campaign was to remove responsibility for prostate health from one individual and encourage all men to be proactive about it,” say Alison McMullen, Director of Preventive Oncology with Regional Cancer Care Northwest at Thunder Bay Regional Health Sciences Centre. “With the help of our models, we are demonstrating that every man can be a superhero by following the lead of the original Prostate Man.”

That includes staying active, eating seven – ten servings of vegetables and fruit each day, and talking to your healthcare provider. The new faces of Prostate Man stand firmly behind the healthy lifestyle message, and will be seen throughout the campaign in advertisements, posters and billboards. They are:

- David Paul Achneepineskum
- Rory Cava
- Tim Matthews
- Terry Olsen
- Tom Pazianos
- Burt Sellick
- Scott Sellick
- Bob Stewart

Each model is a Prostate Man in his own right, either because, at over 50 years of age, he eats a healthy diet, keeps physically active, is open about prostate health with friends, family and healthcare providers, or a combination of all of the above.

For example: business owner Terry Olsen, a cancer survivor, takes the time to pursue his passion – active time in the great outdoors; Dr. Scott Sellick keeps the conversation going with his friends, family and patients; and local chef Tim Matthews fuels his body for Iron Man training by including vegetables and fruits in his tasty recipes.

“You don’t have to become an Iron Man to join the Prostate Man team,” advises Glenn Craig, President & CEO of the Thunder Bay Regional Health Sciences Foundation. “You simply need to get a full hour of exercise each day – a simple walk will do. We can all join the team!”

This year’s campaign encourages the people of the community to join the Prostate Man team and demonstrate their commitment to prostate health by wearing the bright yellow Prostate Man T-shirt. They can be purchased at either Quality Market location for \$15. They are also available at the Foundation office in the Health Sciences Centre. Proceeds support the Northern Cancer Fund and are applied to advancing prostate cancer education & awareness, screening and treatment in Northwestern Ontario.

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