



MEDIA RELEASE

Prostate Man Recruitment Booth Open For Business

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(Thunder Bay, March 25, 2010) - Northwestern Ontario's first Prostate Man may have hung up his cape, however it's a big job and someone needs to fill those red boots. Today Regional Cancer Care and the Thunder Bay Regional Health Sciences Foundation are launching a **Prostate Man Recruitment Booth** at the Wolf Den in the Fort William Curling Club, alongside the opening game of the Cavendish Cup.

All men aged 50+ who visit the booth will have the opportunity to put their face to the prostate man campaign. It's an important mission; prostate cancer is responsible for more than one quarter of all cancers and rates are rising here in the Northwest.

To learn more about how to reduce the risk of cancer there will be many other opportunities to visit the Prostate Man Recruitment Booth in person. It will be at various locations in and around Thunder Bay from now until June 19th. At the booth men aged 50+ can enter a ballot to win a fantastic Superhero Prize Package which includes a gym membership from PUSH Fitness Centre and a big screen TV and BluRay player from the Power Centre.

Regardless of whether you live in Sioux Lookout, Keewaywin, or Thunder Bay, all men are encouraged to put their face on Prostate Man. After April 10th men 50+ will be able to visit the virtual recruitment booth www.prostateman.com and enter the draw by uploading their photo onto Prostate Man's image.

"Even the most super among us need to stay active," says Ken Bittle, Chair of the Thunder Bay Regional Health Sciences Foundation, whose grinning face is one among many that grace the physique of Prostate Man on the website. "We're tightening the relationship between men over 50 and prostate health every year - this year, men over 50 aren't looking to someone else to set an example, they are the example. Prevention and screening are the best weapons we have in the fight against cancer."

Michael Power, Vice President of Regional Cancer Care agrees; "Regional Cancer Care is a top performer in the early detection of prostate cancer and advances in treatment have improved survival rates."

Alison McMullen, Director of Preventive Oncology at Regional Cancer Care, laughs as she says no one really knows where Prostate Man will turn up next; "He's probably having breakfast with me tomorrow morning."

Simple, everyday decisions including regular exercise and eating your daily required servings of veggies and fruit are simple ways to reduce risk. Learn more about prostate health and how to put your face on Prostate Man, visit www.prostateman.com

