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Media release
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Wolves fight prostate cancer

There will be a noticeable difference in the Lakehead University Thunderwolves Hockey team when they next face old rivals. On Saturday, January 30, the Thunderwolves will take on the Western Mustangs - and prostate cancer - while wearing specially designed jerseys.

"We are proud of our ongoing support of prostate awareness. This year marks the third in a row that our players have worn unique Prostate Man jerseys," said Jason Mallon, Executive Director for Lakehead Thunderwolves Hockey. "We care about our fans and want to play a role in keeping them healthy."

The initiative is the result of a partnership between the Thunderwolves, Regional Cancer Care and the Northern Cancer Fund of the Thunder Bay Regional Health Sciences Foundation.

"It's a perfect fit," said Alison McMullen, Director of Preventive Oncology for Regional Cancer Care. "Prostate cancer is one of the most prevalent cancers in our community. This partnership enables us to remind Thunderwolves fans, many of them men 50 and over, that they can reduce their risk for cancer by staying active, eating right and living smoke free."

The January 30 game will feature announcements encouraging men to be aware of their prostate health, talk to their healthcare provider about prostate cancer risk and take steps to prevent the disease. Additionally, funds will be raised to help fight prostate cancer in our community. The jerseys worn during the game, featuring the Prostate Man crest, will be auctioned off in a silent auction during the game. Winning bidders will receive the jerseys on the ice after the game and have their picture taken with the players. They will also receive tax receipts as part of their winning bids.

Funds raised for the Northern Cancer Fund will support prostate cancer awareness & education, diagnosis and treatment initiatives. "100% of the funds raised stay here in Northwestern Ontario, where prostate cancer is a growing concern. We're grateful to the Thunderwolves for helping raise the funds that help fight the disease," said Glenn Craig, President & CEO of the Health Sciences Foundation.

One in six men will develop prostate cancer during their lifetime.

- 30 -

To arrange a photo with a Lakehead University Thunderwolves player wearing the 2010 Prostate Man jersey, please contact:

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