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Cancer Fund**



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## Media Release

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### Prostate Man gets personal

You've seen him on billboards. He's been spotted on TV and posters. You've read his comic book and maybe even visited his website. Where will Prostate Man turn up next?

Northwestern Ontario's home-grown hero is back and this year, he's taking a more personal approach to prostate cancer awareness. "Prostate Man has more presence in the lives of men in our community," says Glenn Craig, President & CEO of the Thunder Bay Regional Health Sciences Foundation. Donations to the foundation's Northern Cancer Fund support the prostate health campaign. "He's reminding men that simple, everyday decisions can save your life."

This year, Prostate Man will encourage shoppers at Quality Market to make prostate-healthy grocery decisions like choosing fresh fruits and vegetables. He'll even help with grocery planning through appearances in Quality Market flyers. Beyond that, Prostate Man will be seen interacting with familiar Thunder Bay residents. For example, advertisements will feature Al Cranston of Fresh Air Experience receiving Prostate Man's encouragement to be active every day.

"This year's campaign strengthens the relationship between Prostate Man and men over 50," says Alison McMullen, Director of Preventive Oncology at Regional Cancer Care. "He's not just setting an example, he's actively interacting with individuals in an effort to get men thinking about prostate health and ways to prevent cancer."

Prostate cancer is responsible for more than a quarter of all cancers in men in Northwestern Ontario and rates are rising. All men age 50 and older should talk to their healthcare provider about prostate health.

Prostate Man admits that it can be awkward to raise the topic of prostate health with family, friends, co-workers and even your healthcare provider, but encourages men to toughen up and be proactive. "Take it like a man!" he says.

The Prostate Man prostate cancer awareness campaign has received international attention since premiering in 2007. In addition to receiving a second-place Hygeia Awards in recognition of outstanding communications materials and accomplishments, the campaign was featured in England's Journal of Communication in Healthcare.

Ron Hell, who portrays Prostate Man, will retire from the role after this year's campaign. "Ron brought Prostate Man to life with remarkable enthusiasm and commitment. His contributions to the fight against prostate cancer will always be appreciated," says McMullen. It is not yet known who will assume the role of Prostate Man in the future.

To learn more about Prostate Man and prostate health, visit [www.prostateman.com](http://www.prostateman.com).

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