

News Release

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FOR IMMEDIATE RELEASE

**Raise Your Glass to Us TOO at Chicago Pints for Prostates Event**  
**Gourmet Beer Tasting Raises Glasses, Funds and Awareness for Prostate Cancer**

CHICAGO, IL – August 9, 2010 - Tapping into the campaign that uses the universal language of beer to reach men with a critical health message, Pints for Prostates will host the Chicago Gourmet Beer Tasting immediately following the Us TOO prostate cancer patient education symposium and 20-year anniversary celebration on Saturday, August 21. The Pints event will be held from 5:30 to 8:30 p.m. at The Berghoff Restaurant, 17 W. Adams Street in downtown Chicago and will feature more than 30 imported and domestic craft beers along with celebrity guests.

Steve McMichael, former Chicago Bears defensive tackle and current head coach of the Chicago Slaughter Indoor Football League will be there to sample the suds and rub shoulders with football fans. Also attending will be current and former Chicago sports stars and local celebrities, and a special performance by the Frothy Boys. Jonny Fairplay, reality star of *Survivor: Pearl Islands* and *Survivor: Micronesia*, is also expected to join us at the event. (Hopefully, a wrestling match will not break out!)

Tickets for the Chicago Gourmet Beer Tasting are \$50 and available by calling Us TOO International at 800-808-7866 or visiting [www.pintsforprostates.org](http://www.pintsforprostates.org). The event will feature a wide variety of brews from Affligem, Rogue Ales, Sierra Nevada, Blue Moon, Magic Hat, New Belgium, Abita, Oxfordshire, Leinenkugel, Harpoon, Southern Tier, Samuel Adams, Berghoff and Gordon Biersch. There will also be a sandwich buffet.

"Pints for Prostates is excited to bring our campaign to Chicago," said Rick Lyke, a 49-year-old Charlotte, N.C., marketing executive, drinks journalist, and prostate cancer survivor. After having successful prostate cancer surgery in April 2008, he founded Pints for Prostates as a grassroots effort to reach men with an important health message through beer tasting events.

"The key for successful treatment of prostate cancer is detecting the disease in its early stages, making treatment nearly 100 percent successful," continued Lyke. "Pints for Prostates mission is to encourage guys to get an annual physical and have a PSA blood test. Us TOO International provides critical information to men who face this disease and we're proud to support the organization with the Chicago Gourmet Beer Tasting."

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The Berghoff Restaurant will provide a classic atmosphere for the event. All of the net proceeds from the Chicago Gourmet Beer Tasting will support the mission of the Us TOO International Prostate Cancer Education and Support Network. Event sponsors include Reyes Holdings/Chicago Beverage Systems, The Berghoff Restaurant, Gordon Biersch Brewery Restaurant, Emmet's Brewing Company, and Rogue Ales.

The Pints for Prostates event wraps up the Us TOO International Summit, Symposium & 20th Anniversary Celebration for Men and Their Families Battling Prostate Cancer (<http://www.ustoo.org/2010symposium>), held August 20-21, 2010 at the Hyatt Regency O'Hare in Rosemont, IL.

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### **About Us TOO International**

Us TOO International Prostate Cancer Education & Support Network ([www.ustoo.org](http://www.ustoo.org)) is a source of peer-to-peer support and free materials for men and their families to make informed choices on prostate cancer detection, treatment options and coping with ongoing survivorship. Founded in 1990 by prostate cancer survivors and their families who recognized that "cancer affects us, too," the grassroots 501(c)(3) non-profit is headquartered in Illinois and works with volunteers in 325 affiliated support group chapters worldwide. Celebrating their 20th anniversary this year, Us TOO is a member patient advocacy organization of the National Health Council. Prostate cancer is projected to kill more than 32,000 men this year in the U.S. and 217,000 new prostate cancer cases will be diagnosed this year - approximately the same number of new breast cancer cases to be diagnosed. Since early stage prostate cancer usually has no symptoms, early detection is critical. Us TOO is hosting a national education symposium for men and their families battling prostate cancer August 20-21 at the Hyatt Regency O'Hare in Rosemont, IL. To see schedule and register, visit <http://www.ustoo.org/2010symposium>. The 6th Annual SEA Blue Chicago Prostate Cancer Walk/Run is Sunday, September 19 in Chicago's Lincoln Park <http://www.SEABlueProstateWalk.org>.