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Member since 2005

Us TOO is a 501-c-3 charitable
organization founded in 1990 by
and for Prostate Cancer Survivors,
their families and men at risk



Someone to talk to . . .
who understands

February 17, 2011

Dear Friends and Us TOO Support Group/Chapter Leaders,

This week has been very exciting as a new groundbreaking prostate cancer awareness campaign was launched on Tuesday morning! In my opinion, this is the start of something big and something we all want to see happen for prostate cancer awareness and education.

If you did not see it, watch the interview with Erin Andrews and her father as they discuss his prostate cancer and introduce the new ON THE LINE prostate cancer awareness campaign on Good Morning America:

<http://abcnews.go.com/GMA/video/erin-andrews-raises-prostate-cancer-awareness-12920354>

This effort intends to start *challenging men to get off the sidelines, take charge of their prostate health and realize their health is... ON THE LINE.*

We are very pleased to say Us TOO International Prostate Cancer Education and Support Network is joining Prostate Conditions Education Council (PCEC), Zero-the Project to End Prostate Cancer and the Oncology Nursing Society (ONS) as nonprofit organization team members in the *ON THE LINE* project.

Primary media vehicle, ESPN, the acknowledged worldwide leader in sports, will play a key role in distributing the message nationally across several sports to demystify the topic of prostate cancer by presenting information about the disease in the media company's signature sports vernacular – clever, creative humor. Stay tuned, look for email blasts from us and go to the Us TOO website to learn more.

You may have seen the February 10th email from us about a bone health survey project we were involved with that resulted in an informative booklet titled *Bone Health in Focus: A Report About Prostate Cancer's Impact on Bones*. We have been able to include a copy in the *HotSheet* mailing and you can get more copies and read the report on the Us TOO website.

Looking ahead, mark your calendars for Us TOO's August 19-20 Us TOO University Conference in Chicago and PCRI's Annual Prostate Cancer Conference to be held September 9-11 at the Westin Los Angeles Airport Hotel. Mark Moyad, MD will be the Moderator at the PCRI conference and an expert faculty will address topics from Active Surveillance to Immune Therapy. Us TOO is pleased to provide Support Group meetings during the conference to allow attendees to share their experiences and compare notes on the topics presented. Details will be posted at www.pcri.org as they evolve.

Sincerely,

Thomas N. Kirk, President and CEO