

Us TOO News Release  
June 14, 2007

**US TOO EXPECTS THOUSANDS TO PARTICIPATE**  
**IN WORKPLACE PROSTATE CANCER AWARENESS PROGRAM**

*First National Awareness Event Linked to Father's Day*

**DOWNERS GROVE, Ill.**, June 14, 2007 – Us TOO International, the prostate cancer education and support network, has announced that more than 300 companies and organizations and 50,000 individual employees nationwide are expected to participate this Friday (June 15) in its inaugural “Sneakers at Work Day” prostate cancer workplace awareness and giving program.

“Fittingly, we’re seeking to raise awareness for prostate cancer on the Friday before the Father’s Day weekend,” said Thomas Kirk, Us TOO president and CEO.

“This is a groundbreaking event, marking the first annual day for national prostate cancer awareness and action, and we’re greatly encouraged to see that registrations still continue to come in daily. We’ve already exceeded our first year goal of registering 250 companies nationwide,” Kirk said.

Why focus on wearing sneakers in the workplace? “It’s our way of saying we’re certain that a ‘sneakers’ event can do as much for prostate cancer awareness and action as wearing denim for a day has done for breast cancer awareness and action,” said Us TOO chairman Jim Kiefert.

The easy-to-participate-in “sneakers” event consists of lacing up sneakers and wearing them to work on June 15. Companies and groups that signed up to participate received a kit of awareness materials to promote the event to employees, and each employee who donates as little as \$5 receives a pair of blue laces to wear with their sneakers on the event day.

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“Importantly, 100 percent of every dollar raised through the event will be used for prostate cancer awareness, education, patient advocacy and support, and research programs that might otherwise go unfunded,” Kiefert said. Contributions are tax-deductible and go directly to Us TOO International and the American Prostate Cancer Initiative (APCI), both 501(c) (3) non-profit organizations.

Us TOO International is hopeful that the “Sneakers at Work Day” action program will help make millions of Americans aware that prostate cancer kills nearly as many men as breast cancer kills women. Government funding for prostate cancer research and education, however, is one-tenth the sum allocated to breast cancer – and there is virtually no corporate support.

### **About Us TOO International**

Us TOO International is a grassroots non-profit prostate cancer education and support network of 325 chapter support groups worldwide, providing men and their families with free information, materials and peer-to-peer support so they can make informed choices on detection, treatment options and coping with ongoing survivorship. The Us TOO Web site ([www.ustoo.org](http://www.ustoo.org)) – with about 4 million hits a year – is one of the most visited prostate cancer informational Web sites available. Founded in 1990 by five men who had been treated for prostate cancer, the organization derived its name from the notion that “Us TOO” might work for prostate cancer as well as the “Y-ME” name did for breast cancer.

A registered 501(c) (3) nonprofit organization, Us TOO International holds the highest 4-Star fiscal management rating from Charity Navigator.

### **Media Contacts**

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