



FOR IMMEDIATE RELEASE
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PINTS FOR PROSTATES EXPANDING EFFORT IN 2009 Campaign Planning More than 20 Events and Increasing Ad Outreach

Charlotte, N.C. – Pints for Prostates, a campaign that uses the universal language of beer to encourage men to take charge of their health, is expanding its presence in 2009. The grassroots effort will appear at more than 20 events during the year and is increasing its pro bono advertising blitz to reach more people.

“Pints for Prostates is just a year old, but the campaign is starting to gain traction. We’re being contacted by people who want to help out by hosting events, donating ad space and getting involved in other ways,” said Rick Lyke, a 48-year-old Charlotte, N.C., marketing executive and drinks journalist who had successful prostate cancer surgery in April 2008. “The fact is that nearly 4,000 men a week in the U.S. hear the words ‘you have prostate cancer.’ The key for these guys is detecting the disease in its early stages when treatment is nearly 100 percent successful. That’s what Pints for Prostates is all about.”

In its first year Pints for Prostates reached approximately 25 million people through a combination of donated advertising, news articles, appearances at beer festivals, and coverage on websites and blogs. The campaign’s goal is generating awareness for PSA testing and regular checkups so that men can detect the illness before it has progressed.

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All funds generated by Pints for Prostates benefit the Us TOO International Prostate Cancer Education and Support Network, a 501(c)3 charity that works to support, educate and advocate for men with prostate cancer and their families. Us TOO was founded in 1990 and has a network of more than 300 local chapter support groups that help men dealing with the disease.

So far in 2009, Pints for Prostates has already held two events each in North Carolina and South Carolina, and one event each in California and Illinois. In the coming months the group has confirmed participation in the following events:

June 7th: The Great Flanagan's Beer Festival, Louisville, Kentucky.

June 20th: Green Dragon Bistro Brewpub, 928 SE 9th Ave., Portland, Ore.

June 20th: Rogue Ales Public House, 748 SW Bay Blvd., Newport, Ore.

June 20th: Eugene City Brewery, 844 Olive St., Eugene, Ore.

June 20th: Issaquah Brewhouse, 35 W. Sunset Way, Issaquah, Wash.

June 20th: Rogue Ales Public House, 637 Union St., San Francisco, Calif.

June 20th: Hub City Brewing Co., 11352 40th St., Stanley, Iowa

June 21st: Falls Tap Room, 5009 Falls of Neuse Road, Raleigh, N.C.

June 25th: Thirsty Thursday, Visalia Rawhide, Recreation Park, Visalia, Calif.

July 2nd: Rogue Ales Public House, 100 39th St. (Pier 39), Astoria, Ore.

July 23rd-26th: Oregon Brewers Festival, Tom McCall Park, Portland, Ore.

July 24th: Rogue Distillery & Public House, 1339 NW Flanders, Portland, Ore.

Sept. 17th: The Pub at Polaris Fashion Place, Columbus, Ohio

Sept. 24th-26th: Great American Beer Festival, Colorado Convention Center, Denver, Colo.

Oct 2nd: World Beer Festival, Durham Bulls Athletic Park, Durham, N.C.

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Additional events are being booked and information will be listed shortly at www.ustoo.org/pints. Pints for Prostates also has a presence on Facebook and Twitter.

“The growth of Pints for Prostates has been encouraging to watch,” said Thomas Kirk, President and CEO of Us TOO International, which is based in Downers Grove, Ill. “Our mission and program goal is to educate and empower men and their family members so men and their loved ones can take an active role in their health care. We are able to reach a whole new group of men with a critical health message. The more men we reach, the more lives will be saved.”

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