

FOR IMMEDIATE RELEASE

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GORDON BIERSCH SUPPORTS PINTS FOR PROSTATES Bolingbrook Restaurant Holds April 14th Event to Raise Funds

Bolingbrook, Ill. – Gordon Biersch Brewery Restaurant will hold its Maibock Tapping Party on April 14th from 5:30 to 7:30 p.m. and help raise funds to support Pints for Prostates, a campaign developed to use the universal language of beer to reach men with information about PSA testing and prostate health screening.

“We’re pleased to help Pints for Prostates reach more men,” said Kevin Blodger, brewmaster at Gordon Biersch, located at 639 E. Boughton Rd. in Bolingbrook, Ill. “Our Maibock Tapping Party is the perfect time to get the message out because we’ll have a great crowd of beer fans gathered to try our new seasonal beer.”

Pints for Prostates was created by a prostate cancer survivor as a way to raise the awareness of men about prostate cancer and the need for regular health check-ups. The campaign supports the efforts of Us TOO International Prostate Cancer Education and Support Network, a not-for-profit group founded and governed by prostate cancer survivors. Patrons attending the Gordon Biersch event can make a donation to assist Us TOO International, which works to support, educate and advocate for men with prostate cancer and their families.

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“Pints for Prostates is an awareness campaign designed to reach men through the universal language of beer. We want to communicate with them in a friendly and non-threatening way about the need for regular PSA testing,” says Rick Lyke, a 48-year-old Charlotte, N.C., marketing executive and drinks journalist who had successful prostate cancer surgery in April 2008. “Early detection is the key to fighting prostate cancer and a PSA test and a physical exam are the best method to catch it early.”

Approximately 200,000 cases of prostate cancer are diagnosed in the U.S. each year, more than the number of new breast cancer cases in women. However, prostate cancer does not get the same level of media attention as breast cancer and most men never discuss the subject with friends or family. Pints for Prostates is designed to reach men with a health message in a non-traditional way.

“The idea of reaching men about health issues through beer sounded a little strange at first, but it makes perfect sense,” 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. One in six men is at risk of developing prostate cancer during their life time and early detection through the monitoring of PSA levels is critical to getting the disease under control. Pints for Prostates will help us reach more men at a time when a growing number of men are at risk.”

Pints for Prostates is planning a number of events during 2009. You can get more information about the campaign at www.ustoo.org/pints.

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