

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Twin Cities' Preview Performance ANYTOWN To kick off National Prostate Cancer Awareness

MINNEAPOLIS, MN— The Twin Cities are poised to host a national preview performance and reception on Thursday, August 19 called *PSAs in the U.S.A.* The celebration is a dedicated campaign to kick off prostate cancer awareness month across North America in September. Minneapolis' own *Shapiro & Smith Dance Company* will perform a preview performance of "*ANYTOWN: Stories of America*," to the music of Rock & Roll Hall of Famer Bruce Springsteen, his wife, Patti Scialfa, and E-Streeter legend Soozie Tyrell at The Southern Theatre on Washington Ave. A benefit reception will immediately follow the premier.

The performance celebrates the start of the "PSAs in the U.S.A.," a drive designed to highlight the need of all men who have a family history, or are forty or older, to seek early detection for prostate cancer via simple PSA blood testing. A benefit supporting Us TOO International Prostate Cancer Education and Support Network will immediately follow the show and features educational materials, free PSA screening and one-of-a-kind items for auction such as show posters signed by the artists, dinners, gift certificates and many other special items. The reception is sponsored by American Medical Systems of Minnetonka.

"PSAs in the U.S.A." campaign was created by Danial Shapiro of Shapiro & Smith Dance, who at age 44 was diagnosed with prostate cancer in October 2002. The awareness campaign hopes to reach one million men over the course of a three-year national tour of "*ANYTOWN*" with the message that while prostate cancer is the second leading cause of cancer death in men, it is nearly 100 percent survivable if detected early.

Danial Shapiro, a prostate cancer survivor and the founder, along with his wife Joanie Smith, of the Shapiro & Smith Dance company stated, when asked about the importance of the show, "Prostate cancer strikes as many men as breast cancer does women, but lacks the national awareness and research funding breast cancer currently receives. "

WHO: Shapiro & Smith Dance
WHAT: ANYTOWN "PSAs in the USA" to benefit prostate cancer patient services
WHERE: Southern Theater, 1420 Washington Ave. South, Minneapolis, MN, 55454-1038
WHEN: Thursday, August 19, Performance at 8 pm; benefit reception 9:30 pm to 11:00 pm
TICKETS: Show + benefit: \$35 per person; Show: \$23; Benefit only: \$15
TICKETS: (612) 340-1725

More ANYTOWN show and benefit information can be found at:
http://www.ustoo.org/Events/anytown_page.htm

About Prostate Cancer

More than 220,000 men will be diagnosed with prostate cancer in the USA this year, and more than 31,000 will die of the disease. Because early prostate cancer is seldom signaled by any symptoms, detection is extremely difficult without testing.

- is the single most common form of solid tumor in humans
 - is newly diagnosed every 2.6 minutes
 - is present in more than 9 million men
 - kills one man every 13 minutes
 - afflicts one in six men in their lifetime
 - is second only to lung cancer in annual cancer deaths of U.S. men
 - is high risk for black men – they have incidence and mortality rates as much as 50% higher than other racial or ethnic groups
- strikes as many men (and causes almost as many deaths annually) as breast cancer does in women, but lacks the national awareness and research funding breast cancer currently receives
 - is nearly 100 percent survivable if detected early
 - new national guidelines place annual testing (PSA and DRE) recommendations at 40 years of age for African American men and those with a family history of prostate cancer

About Us TOO

Us TOO International Prostate Cancer Education and Support Network is a nonprofit, grassroots organization started in 1990 by prostate cancer survivors for prostate cancer patients, survivors, their spouses/partners and families. Us TOO, through its more than 325 chapters throughout the United States and internationally, helps men and their families learn more about prostate cancer so they can make better decisions on treatment options and cope with emotional and quality of life issues following treatment. Us TOO and its chapters reach more than 50,000 men per month through discussion groups, lectures, publications and presentations by medical professionals. Visit www.ustoo.org or call 800-80-UsTOO (800-808-7866) for more information.

About American Medical Systems

Headquartered in Minnetonka, Minnesota, AMS is a diversified supplier of medical devices and procedures to cure erectile dysfunction, benign prostatic hyperplasia, incontinence, and other pelvic disorders in men and women. Although not life threatening, these disorders can significantly diminish one's quality of life and profoundly affect social relationships. The company's products were used to treat over 100,000 patients in 54 countries during the last year. More information about the company and its products may be found at www.AmericanMedicalSystems.com.