

**Us TOO National News Release**

**US TOO LAUNCHES NATIONAL ‘SEA BLUE’ CAMPAIGN**  
**FOR PROSTATE CANCER AWARENESS MONTH**

*‘As Pink is to Breast Cancer, Blue is to Prostate Cancer’*

**DOWNERS GROVE, Ill.**, Aug. 30, 2007 – In conjunction with September as prostate cancer awareness month, Us TOO International, the prostate cancer support organization is launching its nationwide “SEA Blue” campaign on behalf of prostate cancer patients and their families. SEA stands for support, education and advocacy – the primary components of Us TOO’s mission.

“The SEA Blue campaign is designed to reach out to those at risk, promote prostate cancer screening, and give a voice in the community to the issue of prostate cancer awareness.” said Thomas Kirk, Us TOO president and CEO.

“Prostate cancer actually strikes more men than breast cancer does women each year, yet the public remains largely unaware of this serious health issue and the significance of the blue ribbon. We think it’s important, in recognition of prostate cancer awareness month, for everyone to ‘see blue’ and realize that, as pink is to breast cancer – blue is to prostate cancer,” Kirk said.

Us TOO’s “SEA Blue” campaign is being supported by information materials, lapel pins, window stickers and posters that the organization is distributing to its more than 300 local chapters around the country. The “SEA Blue” materials can also be obtained by visiting Us TOO’s Web site [www.ustoo.org](http://www.ustoo.org), or by calling 1 (800) 808-7866.

“Us TOO is committed to helping men and their families learn more about prostate cancer during prostate cancer awareness month and throughout the entire year, so they can make better decisions on treatment options and cope with emotional and quality of life issues following treatment,” said Us TOO chairman Jim Kiefert.

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## Us Too Launches “SEA Blue” Campaign – 2

“We’re hopeful that, as more Americans understand why it’s important to ‘see blue’ in the same way that they ‘see pink,’ there will be a groundswell of support for prostate cancer patients,” Kiefert said. “Today, government funding for prostate cancer research and education is merely one-tenth the sum allocated to breast cancer – and there is virtually no corporate support.”

### Baby Boomers at Risk

Prostate cancer is second only to lung cancer in annual cancer deaths of U.S. men. It is estimated that there are more than nine million men with prostate cancer worldwide, and this number will grow dramatically as the millions of Baby Boomers enter their 40s, 50s and 60s. As a result, during the next 10 years, the number of men diagnosed with prostate cancer is expected to increase by 40 percent from approximately 230,000 to over 300,000 a year.

“The importance of being proactive in seeking early prostate cancer testing is critical, and there’s clearly an urgent need to educate men and their families about prostate cancer,” said Kirk. “The good news is that men are living longer after being diagnosed early with prostate cancer. Like other forms of cancer, the sooner it is detected and treated the better the chances of survival.”

Us TOO International recommends annual prostate cancer testing for all men age 45 and over – and at age 40 for African American men or men with a family history of prostate cancer. Annual testing involves a blood test, PSA (prostate specific antigen), and Digital Rectal Exam (DRE). Both tests can be done easily and quickly in a doctor’s office or at a screening site.

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## Us Too Launches “SEA Blue” Campaign – 3

### “Sneakers at Work Day” Event

As part of a recent workplace awareness and giving program, more than 300 companies and organizations and 13,000 individual employees participated in Us TOO International’s “Sneakers at Work Day” program. The inaugural event, which took place just before the Father’s Day weekend in June – marked the first annual day for national prostate cancer awareness and action.

The action program’s focus on wearing sneakers in the workplace was Us TOO’s way of saying 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. Every dollar raised will be used for prostate cancer awareness, education, patient advocacy and support, and research programs that might otherwise go unfunded. Planning is underway for the 2008 event, to be held on Friday, June 13.

### **About Us TOO International**

The Us TOO International Prostate Cancer Education & Support Network is the first and largest nationwide prostate awareness, education and support organization ([www.ustoo.org](http://www.ustoo.org)), with more than 300 local chapters and 52,000 members. 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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