

**Us TOO News Release**

For release: Sept. 16, 2008

**US TOO HOLDS SECOND ANNUAL 'SNEAKERS'  
PROSTATE CANCER WORKPLACE AWARENESS EVENT**

*Nationwide Event Timed to Prostate Cancer Awareness Month*

**DOWNERS GROVE, Ill., Sept. 16** – Us TOO International, the prostate cancer education and support network, has announced that its second annual “Sneakers at Work Day” prostate cancer workplace awareness and giving program will take place this Friday, Sept. 19.

“This event is timed to build wide attention during Prostate Cancer Awareness Month,” said Thomas Kirk, Us TOO president and CEO. “Dozens of companies and thousands of individual employees nationwide are expected to participate in the second annual “Sneakers at Work Day” for national prostate cancer awareness and action.”

Us TOO volunteers have been actively recruiting people to register their workplaces to participate across the country.

“We’ve already registered more than 100 companies nationwide,” Kirk said. “This is the only grassroots event of its kind for prostate cancer. Clearly, every company that participates will be wearing a badge of goodwill and support for men.”

The easy-to-participate-in “Sneakers at Work” event consists of lacing up sneakers and wearing them to work on Sept. 19.

“Companies and groups that sign-up to participate receive a kit of awareness materials to promote the event to employees, and each employee who donates as little as \$10 receives a pair of blue laces to wear with their sneakers on the event day,” said Us TOO chairman Jim Kiefert.

“Importantly, their contributions are tax-deductible, and 100 percent of every dollar raised through the event will be used for prostate cancer awareness, education, patient advocacy and support, and research programs,” Kiefert said.

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. Financial support for breast cancer, however, outpaces prostate cancer financial support by four-to-one.

Online registration for the event is available at Us TOO’s website at: [www.ustoo.org](http://www.ustoo.org). Telephone registration is also available at 1-800-808-7866, Monday to Friday, 9:00 a.m. to 5:00 p.m. CST.

## **About Us TOO International**

Us TOO International ([www.ustoo.org](http://www.ustoo.org)) is a grassroots non-profit prostate cancer education and support network of more than 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.

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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