Thanks to the collective energy and participation from thousands of people across the country and around the world, the past two months have been incredibly productive in furthering the mission of Us TOO International. We’ve been able to build awareness and support for prostate cancer, survivors, and their families. In August we celebrated our 20 Year Anniversary Gala and Symposium in Chicago, which featured a Pints for Prostates event. Another 20 “Pints” events were held during August and September from coast to coast. In recognition of September being Prostate Cancer Awareness Month, major landmark buildings nationwide, such as the Willis Tower (formerly Sears Tower) in Chicago, were illuminated at night with blue lights. The creation of a “Conquer Prostate Cancer” leather wristband to raise funds for Us TOO sparked interviews on Chicago television newscasts for Us TOO President and CEO Thomas Kirk. The wristbands were also presented to First Lady Michelle Obama and several U.S. Congressional leaders during prostate cancer advocacy activities in Washington DC. Additional fundraising activities ranged from a kayak race on Lake Michigan to our 6th Annual SEA Blue Walk/Run and Rock Out 4 Cancer - a charity concert held at the Hard Rock Café. Bill Palos from the Quad Cities Chapter also raised funds for Us TOO through “Birdies for Charity” and the Quad Cities Marathon.
Us TOO Seeking Nominations for 3rd Annual Edward C. Kaps Hope Award

Would you like to recognize someone who volunteers with your local Us TOO support group chapter that has made a difference in your life and in the lives of others battling prostate cancer? If so, please submit a letter of nomination to Us TOO by Friday, November 12, 2010.

The Edward C. Kaps Hope Award is given to “An Outstanding Leader in an Us TOO Support Group Who Has Shown Unselfish, Dedicated Service to Prostate Cancer Survivors and their Families.” The award was created by and named for Ed Kaps, one of the organizing and founding Board Members of Us TOO International. He remains a Director Emeritus of Us TOO.

Who can be nominated? Any Us TOO International support group volunteer can be nominated. Nominees can include, but are not limited to, support group leaders, leaders of your spouse/companions group, special event volunteers, or any other volunteer whose leadership and commitment is vital to the success of your chapter. The size of your support group is not a criteria, the size of the heart of your nominee is!

How to make a nomination: Please send a letter of nomination, 500 words or less, indicating why your nominee should be considered. You will want to indicate the positive impact that this person has had on the life of your chapter, and how men and their families have benefited from their committed service. Also, please list the location and name of the Chapter that this individual represents.

Please email your letter or form to Terri Gibbons, Program Manager at terri@ustoo.org or mail to the Us TOO Charlotte NC Office: Terri Gibbons, 105 N. Tanninger Road, Mount Holly, North Carolina, 28120.

Letters of nomination must be received no later than November 12 and will be reviewed by the Us TOO Awards Committee. Awardees will be announced November 19 and invited to attend the Us TOO Annual Meeting in Chicago on Friday evening December 3, 2010 in Chicago.

Person(s) selected for the Edward C. Kaps Hope Award will receive:

- An Us TOO International Logo Watch
- Honorary Plaque
- Name engraved on our Hope Award plaque in the Us TOO home office and receive special recognition in an upcoming edition of our Hot Sheet.


We look forward to sharing the stories of the new nominees in upcoming issues of the HotSheet, the Us TOO webpage, the Chapter News! and in an email blast.
A Great Way to Take Your “Passion to Action”

Bill Seidel from the Us TOO Fort Wayne Chapter in Indiana takes his passion about prostate cancer awareness, and does something about it! Below is the letter Bill wrote about Medicare reimbursement for FDA approved cancer drugs. He sent it to all of his members, and encourages everyone to do so. Feel free to use Bill's letter as a template for your own!

EXAMPLE OF LETTER:

We all know how reluctant men are to get involved in protecting their own health, which is precisely why there is twice as much money dedicated to breast cancer research as there is to prostate cancer. This despite the fact that 1/3 more men get prostate cancer than women get breast cancer.

While the U.S. Food & Drug Administration has approved the new drug Provenge for advanced prostate cancer, and while many Medicare regions have already approved the drug for Medicare use, there is a move afoot to change this. The Center for Medicare and Medicaid Services (CMS) is planning to review the appropriateness of such payment. Without such payment, most men will be unable to secure the treatment. The treatment is more effective, and considerably less expensive, than currently approved chemotherapy treatments for both breast and prostate cancers.

If we want to prevent removal of Provenge from Medicare coverage, YOU, INDIVIDUALLY, have to do something. You cannot count on “somebody else.” Somebody else never seems to get around to it. You need to sign a petition, originated by Dr. Mark Moyad of the University of Michigan, to allow Medicare funding of this new and promising treatment. For more information on this issue, and an on-line petition that you can sign, go to www.UsTOO.org.

[We will have a hard copy at our support group meetings the next two weeks.]

We need THOUSANDS of signatures if we are to have any effect at all. So far, we’ve only gotten 1500 signatures in 23 states. That’s about 1/10th of 1% of the minimum needed. So get in gear. Find and sign the petition. Have your wife sign it. Your brother. Your sister. Any adult over 18. If you don’t, you can kiss a critical treatment that you and your sons may need someday - goodbye. It’s time to get involved. ~Bill Seidel, Us TOO Fort Wayne, Indiana

The Us TOO chapter in Fort Wayne, IN, sponsored by Cancer Services of Northeast Indiana, supported a free PSA screening on August 13th. The screening was provided by Parkview Hospital; Us TOO provided volunteers to handle registration and to direct applicants through the local baseball stadium to the testing area. The tee shirts with blue ties are part of Cancer Services’ annual prostate cancer awareness and educational events called “Tie1on 4Prostate Cancer”. Front row from left to right: Jim Stein, Bob Vodde, Laine Seidel. Back row, from left to right, Fred Barnes, Larry Kumfer, Mel Smith, Bill Seidel, and Paul Blanks.

Sign the petition for Medicare reimbursement for FDA approved cancer drugs

Get in gear!

Find and sign the petition. Have your wife sign it. Your brother. Your sister. Any adult over 18. If you don’t, you can kiss a critical treatment that you and your sons may need someday - goodbye. It’s time to get involved.

~ Bill Seidel
Dr. Robert Cline from NC takes his “Passion to Action” by writing several business’s and newspapers regarding seeing “blue” in September. The letter below was written to Proctor and Gamble.

“I am writing to you in regards an activity that your company is doing. I note in the Sunday insert of our papers here in central North Carolina that P&G is advertising for breast cancer with pink and pink ribbons throughout the insert. The paper even has lots of pink in it.

As a 13 year metastatic prostate cancer survivor, I want to ask that you and your company give equal time to prostate cancer awareness. September is Prostate Cancer Awareness Month and we survivors have been pushing awareness for years and getting little reward for the efforts.

Just about as many men are diagnosed and die of prostate cancer as do women with breast cancer. And yet, prostate cancer research receives only about one-fourth the funding that breast cancer receives. Does that seem fair to you? I realize that younger women are diagnosed with breast cancer and older men are diagnosed with prostate cancer, but you and your company could aid in raising monies for prostate cancer research.

Men use your products as well as women. Therefore, I am asking you and your company to evaluate your policy to raise awareness for prostate cancer next September. We really do need your help!

Thank you for your consideration in this serious matter of raising research money for prostate cancer.

~ Robert Cline, MD

Dr. Kline also wrote to several newspapers, Dannon, Reynolds Consumer Company his congressman regarding a prostate cancer stamp, and the NFL to name a few. Use his letter as an example...and do the same!

Send your letters to the Commissioner of the NFL about players wearing “BLUE” to promote awareness for prostate cancer in September 2011!

Commissioner
National Football League
280 Park Ave.
New York, NY 10017-1216

In a similar effort, PCF has started and electronic petition about the NFL players wearing Blue next September for Prostate Cancer Awareness Month

"NFL Players in Light Blue for Prostate Cancer Awareness "
http://www.ipetitions.com/petition/nfl/
A “LIVELY” session was moderated by Paul Kummamoto. Paul did a fantastic job of keeping things running smoothly and staying focused and on topic.

Durodo Brooks, MD MPH, Director of Prostate and Colorectal Cancers at the American Cancer Society spoke.

James L. Mohler, MD of Roswell Park Cancer Center Institute spoke on the NCCN Guidelines for Prostate Cancer.

Lew Musgrove, former Us TOO Chairman of the Board was there as a “reactor”

The room was “PACKED”

The crowd broke into “groups” for more discussion over lunch.
Elizabeth Cabalka, Us TOO Staff Consultant is all smiles as we are off and running!

Fred Mills Us TOO Chairman of the Board opens with a “Welcome” to all

Kay Lowmaster Us TOO Vice Chair shares her opening remarks.

ALL Sessions were videotaped!

Damen Arnold, MD Director, IL. Dept. of Health spoke on “Where Do We Stand with Prostate Cancer today.”

Editor of the Us TOO HotSheet Jonathan McDermed, PharmD, Director of Scientific and Clinical Affairs, IRIS Diagnostics spoke on Current and Newsworthy Prostate Cancer Information
Working with the chef of each venue has become a signature of Us TOO’s events. Staff worked with the culinary team at the Hyatt Regency to create buffet’s that combined healthy choices geared to the prevention of Prostate Cancer while incorporating the SEA Blue theme.

Not only were the meals dairy and cholesterol free, they also featured a wide variety of colorful vegetables and fruits. Fresh salmon, whole grains, and assorted soy products were part of the dinner buffet. Foods rich in Omega-3, Folate, Lycopene and assorted antioxidants were incorporated into the meals most of the weekend.

Thank you Chef Louis
20 Year Gala Dinner was a “SEA of Blue”
A “SEA of SMILES” for the Award Winners

Jack Hudspeth (left) and Jim Kiefert (right) traveled from Washington to accept the
COLLABORATIVE CHAPTERS AWARD given to four Chapters in Washington, to include, Olympia, Seattle, Shelton and Tacoma. Nice work Washington Warriors!

Chris Locket (left) accepts the BUSINESS INITIATIVE AWARD from President & CEO Tom Kirk. In his remarks Tom expressed to Chris his appreciation for his hard work and support for the formation of us TOO’s Prostate cancer Business Leadership Council. Chris served as the group’s first co-chairman along with Us TOO’s Board Chairman Fred Mills.

Awards were given in the following Categories and to the following:

**Collaborative Organization Award:** Wellness Place

**Family Action Award:** Trinco Family

**Business Initiative Award:** Chris Locket

**Collaborative Chapters Award:** Us TOO Washington:
   - Olympia, Seattle, Shelton, Tacoma

**Outstanding Advocate Award:** Fred Gersh

**Angel Award:** To the families of Ronald L. Gabriel, Arthur G. Davis & Tomlin Braxton Horsley, Jr.

**Outstanding Corporate Development Award:** sanofi-aventis

Darryl and Debbie Trinco along with several of their family members were there to accept the FAMILY ACTION AWARD. Extra thanks go out to the “Hawaiian Girls” in the family. Without your help the raffle would not have been such a great success!

Team Trinco also won the BIGGEST TEAM AWARD for the SEA Blue Prostate Cancer Walk/Run held September 19. They had 85 of their “peeps” on the team. You can always count on the Trinco Family to help raise funds, organize and volunteer for any event...and always with HUGE smiles on their faces! What a Wonderful Family...

Daniel Ng from sanofi-aventis accepts the award!
Day Two had the Big Name DOCS

Mark A. Moyad MD, MPH, Department of Urology, University of Michigan Medical Center, Jenkins/Pokempner endowed Director of Preventive & Alternative Medicine

Charles “Snuffy” Myers, MD, President, Foundation for Cancer Research & Education, (FCRE)

Michael J. Dattoli MD, Founder and Physician in Chief, Dattoli Cancer Center & Brachytherapy

E. Melissa Kaine, M.D. Captain, U.S. Navy Medical Corps: Director, Congressionally Directed Medical Research Programs.

From left to right, David & Kathie Houchens, Survivor and Spouse, John P. Mulhall, MD, Director, Sexual and Reproductive Medicine Program, Division of Urology, Memorial Sloan-Kettering Cancer Center and Dennis Holt, Survivor, Drummer for the band Kansas. All were on the Intimacy Panel for the Saturday afternoon session.
Party with a Purpose!
Pints for Prostates after Party at the 20 Year Anniversary Gala was a Huge Success!
As I reflect about the conference I see myself partly strengthened and at the same time frustrated. I am strengthened because I was in the midst of other people with my shared experience - PROSTATE CANCER SURVIVORS. It gave me hope to live when I heard others giving testimonies of being survivor for a substantial period of time - 10, 19 years etc. The learning I got from lectures and discussion where part of my capacity building on issues of prostate cancer. The literature Us TOO sends me will continue literacy work in Tanzania.

With all that I am frustrated! While I hear BIG SCIENCE and BIG TECHNOLOGY used to diagnosis and treat prostate cancer, in my country I am not only confronted by doing literacy work but after all that energy sensitized people when they turn up to hospitals no PSA testing equipments present. While in USA and Europe people have optional to treatments, in my country for me to survive I had to be flown to India for that treatment - Bilateral Orchiedectomy, a surgery which is outdated in USA. I saw Dr. John P. Mulhall shocked face when he learnt of someone (Me) who has gone thru BO surgery as he was responding to my question during his session. I will see many Tanzania men dying untimely of prostate cancer because science and technology is out of their reach.

All this reflection leads me to think how do I intensify the campaign and at the same time address such challenges to my country. What really needs to be done! I have aired my concerns on just PSA testing gadgets (not kits); since we started the campaign I have not gotten even one, not new even a used one from any donor. Besides Dar es Salaam where about seven or so affluent hospitals have PSA testing gadgets which are expensively unreachable by my ordinary citizens, the rest of the country men are meeting death untimely just because they cannot get early detection of prostate cancer for luck of testing equipments.

Please accept my thanks for the support Us TOO International extended to me to be able to come and attend the conference. I pray in the near future some of you will have to come to Tanzania and learn prima facie on the predicaments we are facing and together work towards a bright future where prostate cancer will be a disease which can be controlled in my country.

We belong together! We need each other in this great mission - extend literacy, advocacy and support initiatives on prostate cancer! Together we can save lives! When we save other peoples’ lives we are saving our own lives! Tanzania 50 Plus Campaign needs Us TOO.

God bless you all!
Question: Where can you go and see over 25,000 people with foam at their mouths?

Answer: The Boise Idaho Beer Festival.

Us TOO Treasure Valley wanted to raise funds and awareness so they figured that would be a good place to do it. They took a tiered approach at the Beer Festival and had three separate events.

The first event was a contest where corporate teams rode inner tubes down the Boise River to where the Beer Festival took place. Five-man teams paid $250.00 each for the privilege of wearing a costume and putting their bodies into 45 degree water for 1 1/2 hours. Old Chicago Pizza donated a $500.00 first prize for the first team out of the water and they also donated a $300.00 gift certificate for the most creatively dressed team. To top it off, Old Chicago Pizza also donated a $100.00 gift certificate for our volunteers to have a pizza party after all of their hard work.

The second event was a booth where pretzel necklaces were sold. A pretzel necklace is a 3 foot string with 24 small hard pretzels strung onto it. The pretzels and the bags we put the necklaces in were donated by Sysco Foods so all it cost us was the price of string. Sysco even made 3 large banners so our booth looked professional.

It took our chapter members two nights to make these necklaces but a local pub gave us space and even gave us free food and drink while we had our necklace nights. Thanks to our pub, a chore was turned into fun.

The "beer geeks", who really are beer connoisseurs, wear these necklaces and nibble on the pretzels between tasting the various microbrews. The pretzels apparently "cleanse the palate". We sold approximately 750 necklaces to these serious beer drinkers.

Selling this product was a lot of fun because we would "walk the pretzels" about 4 times a day. Two of us would go through the beer tasting tents with a huge basket of necklaces. One would "hawk" the pretzels by yelling out "pretzels for sale" and tossing free necklaces to the people manning the beer taps. It certainly wasn't a place to be if you were claustrophobic but the crowds loved it and always made way for us. This was a fun, profitable way to raise funds and it worked really well with the Pints for Prostates theme.

The third entry in the Beer Festival was a Pints for Prostates booth. We set-up a double tent and hung up "Pints" t-shirts and hats for sale. We also sold raffle tickets for the Great American Beer Festival and the blue rubber Us TOO bracelets. This was our awareness tent with Us TOO literature and chapter members who were willing to talk to the folks who came in to learn about prostate cancer. This was our most important tent and we put our most important people there. It was manned strictly by PCa survivors. The pretzel booth people called it "the man tent". Money raised in this tent went back to Us TOO headquarters to help pay for some of the wonderful literature that the chapters always receive.

Did we achieve our goals? Our chapter has now been asked if we would consider being the only non-profit for these promoters. We have also been approached by one of our local semi-pro sports teams for some form of collaboration. Plus we are now able to pay for some form of local advertising, and we are able to send some money back to headquarters to help out other chapters. Chapters can donate too you know! More importantly, our chapter members had fun and became better friends.

If you are looking for a way to raise funds or awareness, consider approaching a local festival. Your chapter can have a lot of fun, it can raise awareness locally and it can help contribute towards the national fight against prostate cancer by donating some of your proceeds to Us TOO International or Pints for Prostates. Cheers!
ROCK OUT 4 CANCER WAS A HIT!

On September 20th the Hard Rock Café Chicago opened its doors and hosted a great event for 4 charities. Rock Out 4 Cancer was a huge success. It was a first for all 4 charities to come together for this type of event—complete with celebrities from TV, Music and Sports. We are very grateful to Walgreens and Paper Jamz for their support, along with 901 Tequila, Skyy Vodka, Pure Wine, Crown Imports, and KMA Management. Friends and fans came out and enjoyed the music of Kelley James and danced to My Villian Your Hero. We look forward to getting everyone involved in 2011 for our 2nd Annual event! Thanks again to Ginger Zee and Dina Bair for hosting... You Rock!!

From left to right, Johnny Immerman from Immerman's Angels, Ed Randall from Fans for the Cure, Laurie Dimakos from Fans for the Cure, Tom Kirk from Us TOO International and Tom Leonhardt from St. Baldrick's Childrens Foundation, are pleased with the turnout for their first Annual Event. Special thanks go out to Laurie Dimakos for bringing us all together and making this dream a reality! You are amazing and joy to work with.

PADDLING FOR PROSTATES

On August 28 at Leone Beach in downtown Chicago, the Us TOO SEA Blue Prostate Cancer team participated in the relay portion of the Chicago Kayak Marathon. Each team had four paddlers, and each paddler completed one 4-mile leg of the race. From left to right team members were: Shirley Grey, Donna Salvatore, Maria Wilder (alternate) and Pam Barrett from the Us TOO staff. Way to go ladies!

From left to right, Ray and Linda Hoetger, Bill Stevens, Tom Smith, Keith Stought and Clarence Coffey from the Us TOO Lancaster Ohio Chapter man an Us TOO table at their annual Community Health Fair. The event included 80 vendors and over 1000 were in attendance!
The staff at Advanced Urology Associates in Joliet does more than treat their patients’ prostate cancers surgically and with radiation therapy. They also show their support through education, raising awareness and fundraising.

So when medical assistant Tracy Cameron learned about the Sept. 19 SEA Blue Cancer Walk/Run at Lincoln Park in Chicago, Cameron knew she had to get involved. Blue is the symbolic color for prostate cancer, as pink is for breast cancer.

“I really wanted to help bring awareness to prostate cancer,” Cameron said. “Although it’s the second leading cause of cancer in men — 1 in 6 is diagnosed with it — there’s just not enough information out there, not like with breast cancer.”

The SEA Blue Cancer Walk/Run is a collaboration between the Us TOO International Prostate Cancer Education and Support Network and the Wellness Place in Palatine. All proceeds benefit their programs and services.

The event on Sunday also included performances by the Jesse White Tumblers, children’s activities, an education fair and a prostate cancer screening by the Chicago Department of Public Health and the Illinois Department of Health.

Cameron began assembling her team in July and asked each member to raise $200 for the event’s SEA (support, educate and advocate) mission.

The support Cameron received was phenomenal. Cameron’s team was one of the largest — 27 members and mostly Advanced Urology employees — and they raised more than $2,400.

“We were one of the top fundraising groups,” Cameron said.

Nearly every team member ran the 5K, but seven opted for the 3K walk.

Cameron, who had never run a 5K race, decided to run. Her goal was to finish, not compete, so she was pleased with her results.

“A couple of our patients donated to our team,” Cameron said. “I wanted to run for them.”

She plans to form a bigger and better team next year and raise even more money to support men with prostate cancer. “The atmosphere there was so good,” Cameron said. “It would be great if some of our patients and doctors could participate, too.”

Please remember to include Us TOO International in your holiday giving plans. Thank you!
The 6th Annual SEA Blue Walk was “SUNNY” and “SUCCESSFUL”

Tom Kirk from Us TOO and member of the Wellness Place BOD, and Pam Reiss from Wellness Place “Welcome” and say “Thank you” to all!

Damon Arnold MD, Director, IL Dept. Of Health, and prostate Cancer survivor gave a very inspiring speech.

Tom Kirk, Jesse White, Russ Gould, (one of the three original founders of the event) Myrna Porter, Damen Arnold and Pam Reiss “cut” the blue ribbon to kick-off the walk.

Shirley Grey (left) and Myrna Porter (right) are honored as the two women who founded the first Prostate Cancer Run, Walk “n” Roll 6 years ago.

They lead the way for over 1200 walkers who participated that day!

Shirley and Myrna have both recently lost their husbands Herbie Grey and Stu Porter to prostate cancer. These two wonderful ladies have much to teach us all. We love, honor and respect their passion and knowledge they willingly share with others. They set an example for all of us, and we so appreciate them and are blessed to have them as our mentors. XXO!!!!!
A Picture Paints 1000 Words…

“Weather”

“Pride”

“Family and Friends”

“Love”

“Comraderie”

“Honor”

“Respect”

“Reflect”
The walk was a wonderful way for families to bond with their children and grandchildren.

Team Pondexter back this year with MORE SUPPORT from the ladies!

The youngest member from Team Pa is “STYLIN” in her Blue Ribbon Outfit!

Blue skies, and Blues Music was played in honor of Phil Guy who passed away of prostate cancer.

Honoring a family member they have lost to Prostate Cancer.

What a proud day for Ed Kaps one of the founders of Us TOO. Ed was there with his KAPS KRU-SADERS Team! “The SEA Blue Walk is a dream come true for the Us TOO vision we had years ago”!

shares Ed.

Fun for the family, no matter what age!
I’ve just returned from a fascinating meeting in Colorado Springs that focused on prostate cancer. This was a meeting organized by Dr. David Crawford, a urological oncologist from the University of Colorado and one of the most creative and influential individuals in the field. Approximately 20 experts from various disciplines -- including urologists, medical oncologists and radiation oncologists -- gathered for the meeting, which resembled a sort of temporary think tank.

One of the most interesting conversations focused on the usefulness of the blood test called PSA, which stands for prostate-specific antigen. The test for PSA was introduced in the mid-1980s and was quickly adopted in clinical use, as high levels of the antigen were found to be associated with the presence of prostate cancer. During my training in urology at Harvard Medical School, which coincided with the introduction of PSA, we routinely admitted men to the hospital with metastases to their bones from prostate cancer. Today, that’s a rare occurrence, as the vast majority of men are diagnosed with prostate cancer at much earlier stages -- usually when the cancer is localized to the prostate and thus amenable to cure. Prostate cancer deaths in the U.S. peaked at about 43,000 a year in the early 1990s, and are now down to 28,000 annually. It would appear that the PSA test has had a major beneficial impact on prostate cancer in this country.

Not so fast. A U.S. study published in the New England Journal of Medicine with approximately 10 years of follow-up found that there was no difference in the death rate between men who were screened with PSA and those who were not. In contrast, a European study published in the same journal showed a reduced death rate for men who had undergone PSA testing, but the number of men treated to save a single death was very high. That means that many men were diagnosed and treated unnecessarily. So, is the PSA test useful?

At the conference, we discussed this issue in depth. One would think that the substantial reduction in prostate cancer deaths would be prima-facie evidence that early diagnosis and treatment is helpful, but it isn’t necessarily so. The truth is, we have no idea why deaths are down over the last 15 years. If PSA testing were the cause of the reduced mortality, it should be easy to show this in studies; the fact that two major studies provide conflicting conclusions is troubling.

My personal opinion is that PSA testing has indeed been very helpful -- it’s hard to ignore the dramatic changes that have taken place since I began my career, and the PSA test is one major difference. Sometimes even "good" studies can yield results that don’t make sense. One of the points made at my meeting is that the lag time between diagnosis and potential death from prostate cancer can be incredibly long, due in part to the slow growth of many prostate cancers, and due in part to the fact that we are now diagnosing many of these cancers so early thanks largely to PSA testing. It may take 15 or 20 years before a study shows a beneficial effect of a test like PSA on mortality. Perhaps the U.S. study that showed no mortality benefit from PSA will show such a benefit in another five years when a follow-up assessment is performed.

In the meantime, I continue to recommend PSA testing to my patients. I find it hard to believe that early diagnosis doesn’t lead to greater chance of cure.

*Dr. Abraham Morgentaler is Director, Men’s Health Boston and Associate Clinical Professor of Urology, Harvard Medical School.*

Thanks go out to Roger Dilling of the Us TOO Golden Corner Support Group in Salem, South Carolina for sharing this story on a very “hot topic”.
Charlottesville, N.C. – BeerTrips.com, which has been providing unique beer travel experiences to European and North American destinations since 1998, has put together a special trip from Sept. 9-19, 2011, to the Czech Republic and Germany that will benefit the Pints for Prostates campaign.

The nine night beer lover’s dream trip includes brewery tours, escorted pub crawls, guided city tours, special meals and more in Prague, Bamberg and Munich. The trip will include special tours of famous breweries along the way, such as Pilsner Urquell, home of the original pilsner beer, and the Andechs Monastery Brewery in Germany. The tour will arrive in Munich in time to enjoy Oktoberfest 2011.

BeerTrips.com is offering this special Pints for Prostates group tour to Europe on a limited basis. A total of 14 slots will be sold for this tour at $2,895, plus air. The trip includes nine nights lodging in centrally located hotels; breakfast daily, four beer dinners and three beer lunches; and train and coach transportation. A portion of the trip price will be donated to the fight against prostate cancer. This BeerTrips.com itinerary was included in The National Geographic Society’s book, The 100 Best Worldwide Vacations to Enrich Your Life. Details on this trip can be found at www.BeerTrips.com.

“The Prague, Bamberg and Munich tour is one of the favorite itineraries that BeerTrips.com has offered over the years,” said Mike Saxton, founder of BeerTrips.com. “We offer small groups an intimate experience with the chance for insider tours of some the most famous breweries in the world. If you love beer and love to travel, this gives you the chance to experience some of the beer capitals of Europe, enjoying history, culture, food and beer along the way.”

The tour will be hosted by Pints for Prostates founder and beer journalist Rick Lyke. Lyke has been writing about beer, wine and spirits for 30 years and has previously visited each of the cities on the tour. Pints for Prostates is a 501(c)3 charity that reaches men through the universal language of beer with an important health message.

“BeerTrips.com has put together a fantastic trip to some of the world’s best beer destinations,” said Lyke. “We are thrilled they have decided to partner with Pints for Prostates to help us raise funds and spread the word to men about the importance of regular prostate health screenings and early detection.”

As part of the BeerTrips.com and Pints for Prostates partnership, Pints for Prostates will raffle a trip for two for the special trip. For a $10 donation for a single ticket, $25 donation for three tickets or $50 for seven tickets.

Contact terri gibbons for tickets @ terri@ustoo.org or go directly to the Pints for Prostates Webpage @ www.pintsforprostates.org
Plan for a trip in 2011

The Trip is Sept. 9-19, 2011 and includes:

- The BeerTrips.com Prague, Bamberg and Munich trip for two
- Roundtrip Airfare for Two from the Continental U.S.
- Nine Nights in Fine Centrally Located Hotels
- Brewery Tours
- Oktoberfest 2011
- Escorted Pub Crawls
- Guided City Tours
- Breakasts Daily/4 Beer Dinners/3 Beer Lunches
- Train & Private Coach Transportation

The total value of the trip for two is estimated at $7,500. The drawing will be held on July 31, 2011. The prize is non-transferable. No cash substitute will be offered. The winner and their guest are responsible for obtaining passports and all trip related costs not outlined above. You must be 21 years old to enter.

About BeerTrips.com

Beer Trips.com was founded in 1998 to offer serious beer people the opportunity to travel to the world’s best beer destinations with other people who love great beer. Beer and travel, travel and beer -- these are two of our favorite things. Both, in our estimation, are worth a fair amount of life’s energy. Our goal, and our very reason for existing, is to take our travelers the best beer destinations, drink, taste and enjoy the best beers, meet the beer-loving people of the countries we visit, and explore the history, culture, art and architecture of the interesting places where beer "grew up". To do this we stay in nice, well-located hotels, eat at great restaurants that emphasize beer in their fare, and visit breweries, brew pubs, cafes, and museums that enhance our understanding and appreciation of beer and its rich history and culture.

About Pints for Prostates

Pints for Prostates, is a 501(c)3 a campaign that uses the universal language of beer to encourage men to take charge of their health, was founded by prostate cancer survivor and beer writer Rick Lyke in 2008. The grassroots effort raises awareness among men of the importance of regular health screenings and PSA testing by making appearances at beer festivals, social networking and pro bono advertising.

Help to raise funds for Us TOO by collecting donations for raffle tickets at your local support group or workplace! Contact terri gibbons at terri@ustoo.org or by calling 704-827-2444 for more information.
Start A Chapter (And Make It Grow)

Part One - General Information

There are many formats for conducting Us TOO chapter meetings. Among others, these include informational and psychosocial support. Although both are important, our studies show that men are more interested in informational type materials and presentations.

The Bill Blair chapter in Chicago has consistently grown in members and participation. One of the reasons for the success is that the chapter steering committee has met after every meeting for the last 10 years to review:

1) What could we have done better, 2) What were the best features and 3) What did the attendees enjoy most?

We have summarized some of our findings and they will be presented in the next few chapter leader newsletters.

Consider affiliating with other groups. St. Alexius Hospital sponsors our group and pays for copy work and mailing. Holy Family church provides meeting facilities and Wellness Place provides a wide variety of assistance.

One of the easiest and earliest steps one needs to take is communicate your intention to start a support group to the Us-TOO office in Downers Grove and have your name included in the mailing list to receive "Hot Sheets" every month from the head office. These will be distributed to every person who will attend the meetings. Left over hot sheets can be saved for the next meetings. Members who may have been unable to attend a meeting will still be interested in the older Hot Sheets to read items they would not want to miss. They can be placed on the chairs before the meeting. This gives early comers something to read while they wait.

The person who is proposing to start the chapter may not necessarily want to be the “chapter leader.” A preliminary gathering of interested persons - interested in having a chapter in their community - should be arranged. After some discussion about the willingness, knowledge and abilities, a leader should be designated. This can be done even on an “interim” basis for a limited time and the process can be repeated a few months later to see if a better person may emerge.

During the first chapter meeting, a steering committee should be formed. A person should be designated for maintaining a list of members and for keeping minutes of the steering committee meetings and so forth. Perhaps another person can be selected as treasurer, as there will be some donations collected and expenditures for mailing letters and so forth. A sign-in sheet will maintain a record of the attending members for each meeting and the sheet should indicate any changes in their mailing address or email address. Meetings should be held on a fixed day, for example, on the second Tuesday of every month or meetings on Saturday.

It is also most important to have a monthly newsletter containing information about the next meeting. This section is the marketing tool for the chapter. The name, affiliation and experience of the speaker, topic of discussion and the relevance of the topic to the members should be included. A short paragraph about the “last” meeting might also be included so that members who were unable to attend the previous meeting could learn about what the missed meeting contained. The newsletter is sent to each member every month, unless some requests it to stop. To save on mailing expenses it can be sent by email, although ground mail is preferable as many older men are not as experienced with email. An accurate and complete email list can also be very useful to communicate any last minute changes in meetings or programs.

The newsletter should also include other critical information to the group. Brief descriptions of any new findings, approvals (or denials) of new drugs, community events such as lectures, walks, runs, etc. Information about other organizations websites useful to members may be included also.
At each meeting request for each member to make a small contribution for every day expenses. This can be done by “passing the basket” around so that a few dollars from each person can be collected. A treasurer/accountant should keep a record of the incoming money, as well as an itemized list of expenses.

New member kits, given to each new diagnosed patient when he attends his first meeting, are available from the Us TOO in Downers Grove office. These can be ordered ahead of time and should be presented to each patient during his first visit. More details about new member introduction to the group in part two of this write-up.

Various other pamphlets and booklets from the Us TOO head office should be obtained as well. First, in small quantities, the items should be received and reviewed by the steering committee to be reviewed. After the review period, additional quantities may be ordered and prominently displayed at each chapter meeting. Blue Hot Sheets should also be displayed along with the newer materials.

As funds become available, other books and publications from leading authors can be obtained and displayed. If more funds are generated, additional copies can be kept on hand for sale to the members.

In addition to the publications, new members will need to be familiarized with various healthy food options and supplements, including but not limited to soy milk, pomegranate juice, and fish oil capsules. Empty cartons, bottles, and other containers of prostate healthy items should be gathered to display regularly at meetings. A concentrated effort to obtain various books explaining diet and supplements for prostate cancer patients is highly recommended. A set of general healthy nutritional books will emphasize that a good prostate cancer diet is also good for obesity, high blood pressure, diabetes and cardiovascular diseases. It is also important to note that death is more common due to these diseases than due to prostate cancer.

Some books, tapes and DVD and product samples may also be available from various drug companies or prostate cancer related businesses. These are quite useful, especially for new members, to start discussions about a variety of problems they are facing or may face. Some companies have anatomical models to display showing the structural details of the prostate and adjoining organs - bladder, rectum, urethra and seminal vesicles. These models can give a clear idea as to what happens during surgical removal of the prostate, how and where radioactive “seeds’ are placed in the prostate and so forth.

Encourage the ladies to attend the meetings with their partners. As the chapter grows, a separate group meeting can be held. If possible, it is also recommended to have some snacks and refreshments at the meetings - water, tea, coffee, cookies and so forth. Before and after the presentation, members tend to linger and socialize, thus increasing their interaction (which is an important purpose of the meetings).

In part two, we will write in detail about the conduct of a meeting. This will include: selection of speakers and topics, welcoming new members, interaction of members, Q&A, and equipment, such as microphones, Powerpoint slides, projectors, etc. ~ Russ and Anant

"YES"

The Us TOO 20 Year Symposium and Gala was VIEDOTAPED!!!!

By the end of October, all speakers presentations will be streaming from the Us TOO website. DVD’s will also be available to borrow from the US TOO home Office. An email blast will go out announcing when it is up and running and the DVD’s are here!
Authoritative Patient Prostate Cancer Newsletters

It is a good idea for the chapter leaders to stay current with PC related technology and events. The following published newsletters are authoritative and written in a form so that patients can understand them: Myers Forum, PCRI Insights, PCRI and Catalona.

Prostate Cancer Newsletters

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Prostate Forum: To subscribe Snuffy Myers' Prostate Forum, go to http://www.prostateforum.com and move the cursor over the Newsletter button and click the subscribe button. Fill-out the necessary information.

The HOTSHEET - Contact Jackie Konieczka from Us TOO at 1-800-808-7866 to subscribe

PCRI - Insights: To subscribe to the PCRI Insights newsletter, or access their online articles, go to www.prostate-cancer.org/ and click the Insights button. Or, if you would like to subscribe by phone, call 310-743-2116.

Quest: To subscribe to Dr. Catalona's Quest email newsletter, send your email address to URF@drcatalona.com and include your email that you want Quest sent to you. For printed copies of Quest sent by US mail to your home address, please send your name and address, along with a request to be added to our mailing list, to the following address: QUEST PO Box 11244, St. Louis, MO  63105. PAACT: To subscribe to the PAACT newsletter, call 616-453-1477

Volunteers in Action, Designer Joseph Bruno and Jan Brown created and manage this awareness effort

LEATHER Wristbands Help Raise Awareness Funds for Us TOO

Braided black leather adjusts to any wrist size
Non-tarnish silver-finish medallion
Net proceeds donated exclusively to Us TOO International

For more information, go to www.prostatecancerwristband.com
Or Call 1-800-808-7866

Conquer Prostate Cancer
Wristband $25
Smile, Laugh, Connect:  
The Key to Increased Morale  
By Dale L. Anderson, MD

Often we speak about the "good chemistry" of a relationship, the "good chemistry" of a place or the "good chemistry" of an event.

Many physicians recognize that "good chemistry" means positive feelings and good health, and "bad chemistry" indicates negative feelings and poor health. The growing field of Psychoneuroimmunology (PNI) is discovering that the physiology of feelings and health can be altered by many controllable factors that positively or negatively impact individuals and society. Physicians also recognize those who positively act happy impact their health and well-being.

Harness the "pharmacy within." Endorphins, with a chemical structure similar to morphine, are one group of neuropeptides often referred to as the "inner uppers" which get us "high" on life. As a group, they are most often identified as "the happy chemistries" which enhance health and success: evidence shows they can be acted on.

This sheds new light on ancient questions. Are we happy because we're healthy, or are we healthy because we're happy? Do we laugh because we're happy, or are we happy because we laugh? Yes, happy people are apt to laugh often. At the same time, feelings of pleasure and happiness can result from the physical act of laughter, because laughter is a potent way to raise endorphin levels.

Those who know how to experience the joy of raising endorphin levels hold the keys to a wide range of possible benefits. Physical benefits include lessening of tissue inflammation, reduction of pain, relaxation of muscles, suppression of the appetite, and enhancement of the immune system. Psychological benefits include a sense of euphoria that can counter fear, anger and depression. People with "good chemistry" know how to "live it up" and tend to be friendlier, optimistic, humorous, creative, confident, perceptive, productive, popular, and yes, more successful and wealthier.

What you can do: The social benefits of raised endorphins are of critical importance for our society. The good news is people can direct dramatic changes by learning and teaching a few actions and thought-techniques.

Endorphin levels are raised through a range of activities. Besides laughing, these include smiling, eating, exercising, cheering, singing, listening to music, creative visualizing, camaraderie and romance. Obviously not all of these are appropriate for every occasion! Yet some are, and it pays to capitalize on them. As an example, actors use many actions and thoughts in the green room to get into the "chemistry" of a happy part. Here are three simple strategies you can start using immediately:

Smile! Smiling can produce an immediate change of physical, mental and emotional state. Test this idea for yourself, and force a smile the next time you're feeling pensive or worried. Do this no matter how silly it seems at the moment, and then carefully observe the resulting changes in your attitude. Notice any subtle feelings of relaxation, relief or renewed perspective on life.

When we smile, we become our own physicians, filling an endorphin prescription from our pharmacy within. If we want to alter our brain chemistry, we don't have to take expensive drugs, we can just smile.

When we smile, we become our own physicians, filling an endorphin prescription from our pharmacy within. If we want to alter our brain chemistry, we don't have to take expensive drugs, we can just smile.

Smiling at yourself is something you can do often. Think of those times you've stood in front of the mirror and clothed yourself with a smile - before the big date, the big interview or the big meeting. Or consider searching for your face in a group picture; chances are, you look to see what you're "wearing" on your face. If the picture shows your smile, you'll probably feel good about what you see.

So, the first and easiest way to start changing the chemistry is to "costume" your face and smile. Ask friends and family to become aware of how much they smile at each other. Remind them of a phenomenon so commonplace that we constantly forget it: when people smile at us, we usually respond with a smile. Conversely, when we smile at others, they usually smile back, and that's an "upper."
Laugh! Next, see if you can upgrade smiles into outbursts of laughter. Many memorable events and outstanding personal encounters are those that kindled laughter. Recalling those memories can trigger the physiological experiences we had during the actual event.

As an example, here's a prescription for you; fill it for yourself and then offer it to friends. It's called "Laughter RX." Stand in front of a mirror and belly laugh three times each day for at least 15 seconds at a time. It's important to approach this task with gusto, not a mere snicker or lackluster chuckle. Whenever possible, do this in the company of others because laughter is contagious. At first your family and friends will laugh at you but soon they will laugh with you. This is an easy way to start a "happy-demic."

While you may feel silly doing this, you will get a good laugh out of the experience. Lead with the body and the mind will follow. In other words, let an action generate the physiology of your emotions. Don't wait to laugh until you feel happy, laugh to boost your endorphins, and then feel happy. Physiology can be staged and scripted to produce the healthy pleasure that adds life to any occasion. Learn to laugh for the "health of it."

There are several ways to use the laughter prescription, regardless, the enthusiasm and goodwill generated is a wonder of nature - living proof that "laughter is the best medicine."

Connect! It's impossible for human beings to enjoy optimum health unless they experience genuine connection. The word "connection" in its broadest sense means bonding with friends, family, lovers, nature, and community.

At its most basic definition, connection means touch. Research with both animals and humans shows debilitating effects occur when touching ceases to be part of our lives. We fail to thrive physically and emotionally and we become more insecure and prone to illness.

We can overcome this problem in small yet significant ways. A simple handshake, like a smile or laugh, has the power to bond people in non-threatening ways. When appropriate, timely and tasteful, and mutually acceptable, give the pat on the shoulder and other everyday gestures of friendliness and support.

Of course, there are ways to foster connection other than physical touch. People appreciate being asked about their homes, families, hobbies, travel plans and social interests. This can create connections, satisfaction and relationships.

Memorable encounters with family, friends or strangers are those where participants feel a strong and lasting sense of being included and involved. These events evoke physiological feelings of belonging and camaraderie. There are no better ways to foster the healthy chemistry of happiness than smiling, laughter and connection. So put on a smile, laugh for the "health of it" and stay in touch!
A Circles of Love is Born

I am the wife of a local Us TOO chapter leader and I am getting used to unusual requests. Last summer a hospital representative called me and asked if I would talk to a woman whose partner had been treated for prostate cancer 6 years ago. It seems that this lady, whom I will call Sue, did not want to go to our regular meeting. She only wanted to talk to another partner of somebody who had been diagnosed with prostate cancer. I agreed that Sue could call me.

Sue’s story was that she had fallen for a fellow who had been treated for prostate cancer. He was quite open about this fact while they were dating but it was like Sue said “I had no idea what prostate cancer was. I just knew that this was the guy for me.”

Thankfully her partner has no sign of a recurrence but for the last five years, during the month prior to his PSA test, their household is riddled with tension and anxiety. Sue felt that she needed to talk to other “partners in prostate cancer” to see if there was anything that she could do to lessen these “emotional side effects”.

According to the March 1996 issue of Psycho-Oncology "The spouse has been identified as a primary source of support for patients in coping with cancer. Therefore, attention must be given to problems faced by the spouses. In this study, 120 spouses were asked to fill in the Hospital Anxiety and Depression Scale and a questionnaire containing 51 items. A response rate of 83% was obtained. Eighteen percent scored as cases on the anxiety dimension and 6% on the depression dimension. No differences were seen according to sex, age, patient’s diagnosis, treatment and performance status. Significantly more spouses identified as cases regarding anxiety and depression had problems which they had never talked about, physical symptoms, or feelings of anger. Generally, the level of contact with family and friends was maintained, but the perception of support from family and friends was low."

Sue was a spouse who had never talked about her anxiety because she felt there was nobody to talk to who would understand. After our phone call, the Circles of Love: Treasure Valley’s Partners in Prostate Cancer was born.

Us TOO provided us with Circles of Love kits. These kits have everything needed to start a group and to assist with topics and leadership. What we received was basically a group in a box. All we needed was a room and people with a common interest in how to cope with a spouse’s prostate cancer.

We now meet on a monthly basis and discuss the challenges that we face and how others have faced these same challenges. If you know of someone who needs a safe, nonjudgmental place to discuss how the family is coping with prostate cancer point them to a Circles of Love group. If there isn’t a local Circles of Love group nearby, consider starting one.

As the pamphlet, "What You Need To Know About Your Partner’s Prostate Cancer" says, “Prostate cancer diagnosis and treatment affects you both - do not dismiss the emotional impact your partner’s prostate cancer may have on you.” -Anonymous

If you, your partner or family member are interested in starting a Circles of Love Group, contact Elizabeth@ustoo.org
There is an idea to start a band with cancer survivors of PC. Initially my husband and I thought somewhere local would be good, but then we thought what about making this a Nationwide event? Why not rally as many people who are interested in this idea as possible? There is so much need for education, research and awareness.

I think it would be wonderful and something everyone would enjoy and appreciate. We must live this life with the best gusto and bravado we can, and music crosses all boundaries and touches the heart and soul of everyone. If anyone has any musical ability, and interest please step up and let us know. These bands are in itself worthy of an audience, because you are proving that life is still worth living, and enjoying.

There are so many men out there who have been affected with this diagnosis, and so many wives, partners, spouses and family who are affected as well. This is a great sign for everyone to show unity, spirit, and determination. Our goal is to have a few bands per state, if possible. Eventually we were thinking that maybe all the states could choose a venue where all bands could perform simultaneously. Wouldn’t that be a media hoot! Anyways, we hope to see some hands across America interested in this and come together.

~Laurie Overton

"We must live this life with the best gusto and bravado we can, and music crosses all boundaries and touches the heart and soul of everyone. These bands are in itself worthy of an audience, because you are proving that life is still worth living, and enjoying."

~Laurie & Rommie

We must live this life with the best gusto and bravado we can, and music crosses all boundaries and touches the heart and soul of everyone. These bands are in itself worthy of an audience, because you are proving that life is still worth living, and enjoying.

~Laurie & Rommie

Henderson, Nevada

Email them @ overton.laurie@gmail.com

"This journey that Rommie and I are on, is bringing us closer together and on a new path of re-discovery. We are promising to stay positive and seek out influences that promote a healthy attitude as well.” shares Laurie

Laurie & Rommie Overton of Henderson, Nevada

Email them @ overton.laurie@gmail.com
The “Installation of Officers” luncheon was held Sunday September 26 at the Cove Restaurant–Our Lycaya, Freeport Grand Bahama. Thank you to Valentine Maura from the Us TOO Nassau chapter for doing the honor of “pinning” our new officers. “Our chapter is exited and has lots of plans for future projects to spread well needed awareness and support throughout the Bahamas about prostate cancer.” shares Rudy Sands. “The Chapter is getting some exposure now and the materials will go along way in disseminating the Us TOO’ message to the men and their families in our communities.”

Rudy Sands left from Us TOO Grand Bahamas and Valentine Maura from Us TOO Nassau.

Valentine Maura (right) of the Us TOO Freeport Chapter does the honor of pinning the blue ribbon onto one the new officers from the Grand Bahama Chapter.

They are Starting Small..
But Mighty!
Several men and their families from the Us TOO Freeport, Grand Bahama Chapter walked through town together to promote prostate cancer awareness in their community. We did not have 1000 men, but it is our goal to grow this event every year in order to promote well needed awareness and education throughout the island about prostate cancer and the need for early detection.
Us TOO, the International Prostate Cancer Education and Support Network, is a powerful grassroots organization for those affected by prostate cancer. Two of its active members share their insights here.

Fred Gersh, of Alexandria, VA, a Vietnam Air Force officer, brings a straight-talking approach when representing Us TOO at the Cancer Leadership Council, One Voice Against Cancer, and the Veterans Health Council. Diagnosed in 1989 at 52, Gersh has had surgery and radiation and is currently on chemotherapy and hormone therapy. That’s not stopping him from planning a major ski trip this winter. His advice:

- You'll be overwhelmed at the doctor’s office, so bring your spouse or friend, a list of questions, and a tape recorder.
- Watch your diet and exercise frequently. To win this battle, you need to get in shape.
- Start a hobby.

Armed with a masters degree in nursing, Shirley Grey of Buffalo Grove, IL, serves on Us TOO’s Circles of Love Advisory Panel (for companions and families), and co-founded for the Greater Chicago Prostate Cancer Run/ Walk event. For her efforts, she was honored with the Edward C. Kaps Hope Award in 2008 for outstanding Us TOO leadership and dedicated support. That same year, Grey’s husband Herb died of prostate cancer. Positive and determined, Shirley’s remained a committed advocate, noting:

- Each treatment option has its own side effects. Learn them. They affect both patient and family.
- Have a strong support system.
- Men tend to be loyal to their doctor, but the facts trump loyalty. So find multiple opinions.
Editors Corner:

It has been an incredibly busy past few months. Looking back it is hard to believe that we have accomplished all that we have. I want to say “thank you” to so many of you who have been actively participating in all the activities shown here in this Chapter News. You have all been critical to the success of all these events, and without you none of it would have been possible. I realize that there are several activities that are not mentioned, but I assure you that everything you are all doing in your communities is making a difference, and we are on our way to SEA more blue throughout the country!

If you haven’t already done so, now is the time to take your passion to action! We have to “speak aloud” as my friend Rev. Kandusi would say, and take action!

Us TOO recognizes that prostate cancer is a major men’s health issue.

**Coming in November for Mens Health Awareness:**

**November is “Movember”**

www.us.movember.com

Funds raised through the Lance Armstrong Foundation and PCF for Prostate Cancer Research

**Mens Health Night November 21**

Light a Blue Blub on the night of the 21st

www.menshealthnight.org

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Terri Gibbons Chapter Services Program Manager (center) with Tom Kirk (right) and Chuck Strand Us TOO PR and Media Consultant at the Us TOO 20 Year Gala Dinner.

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Us TOO International
Prostate Cancer Education and Support Network

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E-mail: www.ustoo.org
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terri@ustoo.org

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