



Arkansas
Prostate Cancer
Foundation

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Little Rock, AR 72207
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www.arprostatecancer.org

**PROSTATE CANCER
EDUCATION &
SCREENING EVENT**

FREE TO THE PUBLIC

**FEBRUARY 8, 2011
8 AM TO 12 PM**

**MOBILE SCREENING UNIT
STATE CAPITOL
LITTLE ROCK, AR**

**THE SCREENING UNIT WILL
BE PARKED OUT IN FRONT
OF THE CAPITAL**

**OPEN TO
GOVERNMENT OFFICIALS
STATE EMPLOYEES
GENERAL PUBLIC**

**FOR QUESTIONS, CALL:
LAUREN TALBOT
501-748-1205**

MEDIA ALERT

1 2 3 4 5 6

**A MAN HAS A ONE IN SIX CHANCE OF DEVELOPING PROSTATE
CANCER DURING HIS LIFETIME.**

Little Rock, AR (January 6, 2011) — Too many men are unaware of their risk for developing prostate cancer, a disease that currently affects more than two million American men. In fact, according to a recent report, 61 percent of men only know “a little” and an additional 20 percent say they know nothing about prostate health. This knowledge gap is of critical importance given that one in six men has a lifetime risk of developing prostate cancer.

Every two minutes, a man is diagnosed with prostate cancer in the United States. It is nearly 100 percent survivable when detected early, yet nearly 27,400 men are expected to die nationally from the disease this year. In Arkansas, approximately 2,000 men are told they have prostate cancer each year, and more than 300 die from the disease. In fact, more Arkansas men die of prostate cancer than women die of breast cancer. As there are often no signs or symptoms of the disease in its earliest stages, a screening could be your earliest form of detection.

To help encourage the men in and around the **Little Rock** area to become informed, the Arkansas Prostate Cancer Foundation (APCF) will be providing **FREE** education and prostate cancer screenings. During this screening event we will be performing: the Prostate-Specific Antigen (PSA) blood test only. The PSA measures the level of a specific protein in the blood. An elevated PSA can be a sign of prostate cancer but can also be due to other conditions.

If you have questions about prostate cancer or would like information about prostate cancer, talk with your physician, call the APCF office at 1-800-338-1383 or join us at the event on February 8, 2011 from 8:00 a.m. until 12:00 p.m.

For questions about the event in your area, contact Lauren Talbot at (501) 748-1205 or toll free at 800-338-1383.

FACTS

- **Arkansas has the 11th highest death rate**
- **Prostate Cancer accounts for 33% of cancer deaths in men**
- **Prostate Cancer is nearly 100% survivable when detected early**

About The Arkansas Prostate Cancer Foundation

The Arkansas Prostate Cancer Foundation, an independent public charity, was founded by six prostate cancer survivors and an advisory committee of physicians in February 2000. The Foundation’s mission is to promote awareness, encourage timely detection and support improved treatment of prostate cancer in Arkansas. The Foundation sponsors free prostate cancer screenings at sites throughout the state and provides support through the **PEER NETWORK**, which consists of survivors and survivor-mentors. For more information visit www.arprostatecancer.org or call at 1-800-338-1383.