



#### Contacts:

Clare Graff  
National Football League  
212-450-2435  
[clare.graff@nfl.com](mailto:clare.graff@nfl.com)

Ashley Forrester  
Ruder Finn  
415-690-5490  
[ForresterA@ruderrfinn.com](mailto:ForresterA@ruderrfinn.com)

### **NFL AND ITS PLAYERS RENEW COMMITMENT TO *KNOW YOUR STATS* ABOUT PROSTATE CANCER® HEALTH**

*– American Urological Association Foundation (AUA) and the National Football League (NFL) Take to the Road for the Third-Year to Drive Prostate Health Awareness Across the Nation –*

September 1, 2011, Baltimore – With the kick-off of pro football season and September marking National Prostate Cancer Awareness Month, the American Urological Association (AUA) Foundation and the National Football League (NFL) have teamed up for a third year to educate men about prostate health and encourage them to join the “Know Your Stats” campaign. With the support of an increasing number of NFL greats and prostate cancer survivors, the national campaign is focused on turning awareness into action by encouraging men to know their risks and get tested.

Cancer survivor and pro-football Hall of Fame member, Mike Haynes is continuing his partnership with AUA Foundation to help save lives and drive the message of prostate health awareness on the local level with more than 500 participating hospitals across the nation. “As a cancer survivor, I’m lucky to be able to spread the message with the AUA Foundation and NFL encouraging other men to take charge of their prostate health and to stay in the game for life,” explained Mike Haynes. “We’re calling on all men to play defense with their health and to start the discussion with their doctor today.”

The statistics are startling – one in six men will be diagnosed in his lifetime<sup>1</sup> and more than 240,000 U.S. men will be diagnosed with prostate cancer in 2011<sup>2</sup>. African American men are more than twice as likely to die of prostate cancer<sup>3</sup> and men with a family history are at a higher risk for developing the disease<sup>4</sup>.

“By bringing this national men’s health issue to local communities, it is our hope to highlight the need for greater prostate health risk assessment,” explained Sandra Vassos, Executive Director of the AUA

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<sup>1</sup> “What Are the Key Statistics About Prostate Cancer?” American Cancer Society  
[http://www.cancer.org/docroot/CRI/content/CRI\\_2\\_4\\_1X\\_What\\_are\\_the\\_key\\_statistics\\_for\\_prostate\\_cancer\\_36.asp](http://www.cancer.org/docroot/CRI/content/CRI_2_4_1X_What_are_the_key_statistics_for_prostate_cancer_36.asp) Accessed July 29, 2009.

<sup>2</sup> American Cancer Society. *Cancer Facts & Figures 2011*. Atlanta: American Cancer Society; 2011.  
([http://www.cancer.org/downloads/STT/Cancer\\_Facts\\_and\\_Figures\\_2010.pdf](http://www.cancer.org/downloads/STT/Cancer_Facts_and_Figures_2010.pdf))

<sup>3</sup> American Cancer Society, *Cancer Facts & Figures for African Americans 2009-2010*.

<sup>4</sup> American Cancer Society. *Cancer Facts & Figures 2009*. Atlanta: American Cancer Society; 2009.

Foundation. “It is critical that men take charge of their prostate health as it is the second leading cause of cancer death among men in the U.S.”

If you’re 40 or older, the AUA recommends that men talk with their doctors about prostate health. Prostate cancer is most treatable when caught early and not every treatment is recommended for every individual.

As a former pro football player who was fit and healthy, being diagnosed with a potentially life threatening disease was the last thing on Haynes’ mind. Haynes benefited from early detection due to a joint NFL Player Care Foundation and AUA Foundation screening that diagnosed him with prostate cancer.

Haynes continues to be a champion and lead the charge for the “Know Your Stats about Prostate Cancer®” campaign and to recruit other pro football legends, or “Team Haynes” members, to join the effort. New pro football legends joining “Team Haynes” this year include Tony Dorsett, Dan Marino, Michael Irvin and Steve Young. In addition, the NFL and AUA Foundation will also debut new public service announcements that will air across the nation this fall and urge men to know their risk of prostate cancer.

The AUA Foundation and the NFL have built upon a relationship that started in 2007 when the NFL began implementing prostate cancer screenings for retired players conducted by the AUA Foundation. Together, they encourage all men and their loved ones to visit [www.KnowYourStats.org](http://www.KnowYourStats.org) for information about prostate cancer.

**What You Should Know, or Share with the Men in Your Life, About Prostate Cancer:**

- Prostate defense begins at 40. Talk with your doctor to learn more about your prostate health.
- Not every treatment is perfect for every man. If you've been diagnosed with prostate cancer, talk to your doctor about what is right for you.
- Know Your Stats – and don't let prostate cancer take you out of the game. Visit [www.KnowYourStats.org](http://www.KnowYourStats.org) to learn more.
- To learn more about the NFL’s commitment to player health, visit [www.nflhealthandsafety.com](http://www.nflhealthandsafety.com)

**About Prostate Cancer**

Prostate cancer is most treatable when caught early. The AUA recommends men get a baseline PSA test at age 40 and talk with their doctors to create a prostate health plan based on lifestyle and family history. The future risk of prostate cancer is closely related to a man's PSA score, and men who are screened at age 40 establish a baseline score that can be tracked over time.

**About the Team**

Former players, coaches and their families have joined Team Haynes to help promote prostate cancer awareness, including: Al Smith (Houston Oilers), Andre Tippett (New England Patriots), Anthony Munoz (Cincinnati Bengals), Bart Oates (New York Giants), Bob Lilly (Dallas Cowboys), Bobby Mitchell (Cleveland Browns, Washington Redskins), Carl Eller (Seattle Seahawks), Charlie Sanders (Detroit Lions), Dan Hampton (Chicago Bears), Dan Marino (Miami Dolphins), Dan Pastorini (Philadelphia Eagles), Dave

Casper (Minnesota Vikings), Deacon Jones (Los Angeles Rams), Elvin Bethea (Houston Oilers), Frank Biletnikoff (Oakland Raiders), Frank Gifford (New York Giants), Fred Dean (San Francisco 49ers), Gary Zimmerman (Denver Broncos), Gerald McNeil (Houston Oilers), Gerry Allen (Washington Redskins), Jack Ham (Pittsburgh Steelers), Jack Youngblood (Los Angeles Rams), Jackie Smith (Dallas Cowboys), James Lofton (Green Bay Packers), Jan Stenerud (Minnesota Vikings), Jim Taylor (Green Bay Packers), Joe DeLamielleure (Cleveland Browns), Joe Greene (Pittsburgh Steelers), John Madden (Oakland Raiders), Kellen Winslow (San Diego Chargers), Larry Little (Miami Dolphins), Lee Roy Selmon (Tampa Bay Buccaneers), Len Dawson (Kansas City Chiefs), Lenny Moore (Baltimore Colts), Lynn Swann (Pittsburgh Steelers), Mabel and Harry Carson (NY Giants), Marv Levy (Buffalo Bills), Melvin Blount (Pittsburgh Steelers), Merle Wilcox (wife of Dave Wilcox, San Francisco 49ers), Michael Blair (Cincinnati Bengals), Michael Irvin (Dallas Cowboys), Mike Dumas (San Diego Chargers), Mike Haynes (New England Patriots, Los Angeles Raiders), Ozzie Newsome (Cleveland Browns), Paul Warfield (Miami Dolphins), Pollie Shaw (wife of Billy Shaw, Buffalo Bills), Randall McDaniel (Tampa Bay Buccaneers), Ray Lewis (Baltimore Ravens), Ricardo McDonald (Chicago Bears), Roger Staubach (Dallas Cowboys), Ron Mix (San Diego Chargers), Ron Yary (Los Angeles Rams), Ronnie Lott (San Francisco 49ers, Los Angeles Raiders, New York Jets), Steve Young (San Francisco 49ers), Ted Cottrell (Atlanta Falcons), Thomas L. Jackson (Denver Broncos), Tom Nowatzke (Baltimore Colts), Tony Dorsett (Dallas Cowboys), Vince Papale (Philadelphia Eagles), Warren Moon (Houston Oilers), Willie Brown (Oakland Raiders), Willie Lanier (Kansas City Chiefs), and Yale Lary (Detroit Lions).

#### **About the AUA Foundation**

The AUA Foundation is the world's leading nonprofit urological health foundation and the official foundation of the American Urological Association. Our goal is to promote health, provide hope and promise a future free of urologic disease, including cancer. As the official foundation of the AUA, the professional medical organization of approximately 18,000 urologists, the AUA Foundation is the trusted public source for the most accurate and current information relating to urological health.

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