



FOR IMMEDIATE RELEASE

## **PATRIOTS AND AMERICAN UROLOGICAL ASSOCIATION FOUNDATION TO RAISE AWARENESS FOR PROSTATE CANCER AT SUNDAY'S GAME**

*Patriots Hall of Famer Mike Haynes to join other prostate cancer survivors at the game*

*American Urological Association Foundation to distribute educational material to fans*

*Patriots running back Fred Taylor to appear in an in-game public service announcement*

**FOXBOROUGH, Mass. (December 17, 2010)** – One in six men will be diagnosed with prostate cancer in his lifetime and more than 210,000 men will be diagnosed this year.

As part of the New England Patriots Charitable Foundation's season-long "Kick Cancer" initiative, and in partnership with the American Urological Association Foundation, the Patriots will promote prostate cancer awareness at their Dec. 19 game against the Green Bay Packers at Gillette Stadium.

Twenty prostate cancer survivors, including Patriots Hall of Famer Mike Haynes and former Patriots running back Robert Weathers, will be recognized on the field prior to the game. The American Urological Association Foundation's "Know Your Stats about Prostate Cancer<sup>®</sup>" campaign, for which Haynes is a spokesperson, will also distribute material to fans at Gillette Stadium.

"We've had an incredible response to the 'Kick Cancer' initiative this season, with each game focusing on a different cancer or group of cancers," said Patriots Chairman & CEO Robert Kraft. "Prostate cancer is particularly relevant to our fans, being so prevalent in general and a significant risk for African American men. Having Mike Haynes, one of our all-time greats, be a survivor and outspoken advocate for prostate cancer testing makes the message resonate even more with the fans."

Haynes, a member of the Pro Football Hall of Fame who is also enshrined at The Hall at Patriot Place presented by Raytheon and is a member of the Patriots' 50<sup>th</sup> Anniversary Team, was diagnosed with prostate cancer following a screening at the NFL Hall of Fame weekend in 2008.

"Before I was diagnosed with prostate cancer, I never knew I was at risk for this disease. But, a simple test saved my life," says Haynes. "Now I know how important it is to play defense against prostate cancer, and I'm here to encourage all men to start talking to their doctors and their families about this disease starting at age 40."

During Sunday night's game, Patriots running back Fred Taylor will appear in a public service announcement on the stadium's video screens to encourage Patriots fans to learn more about prostate cancer. He joins fellow running back Kevin Faulk, linebackers Rob Ninkovich and Gary Guyton, kicker Stephen Gostkowski and punter Zoltan Mesko as Patriots players who have filmed public service announcements asking Patriots fans to help "Kick Cancer."

The Patriots' season-long "Kick Cancer" initiative aims to raise awareness about cancer through messages to fans and the distribution of educational material at home games in partnership with Brigham and Women's Hospital, Massachusetts General Hospital – the founding hospitals of Partners HealthCare – and Dana-Farber Cancer Institute.

For more information about the "Kick Cancer" initiative, including resources and information about cancer prevention and screening, visit [www.patriots.com/community](http://www.patriots.com/community). To learn more about the American Urological Association Foundation's "Know Your Stats about Prostate Cancer"® campaign, visit [www.KnowYourStats.org](http://www.KnowYourStats.org)

**NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION "KICK CANCER" GAME SCHEDULE:**

September 26	..... Buffalo Bills.....	Kick Cancer Kickoff and Women's Cancers Awareness
October 17	..... Baltimore Ravens .....	Breast Cancer Awareness
October 31	..... Minnesota Vikings .....	Lung Cancer and Stop Smoking Awareness
November 21	..... Indianapolis Colts .....	Childhood Cancer Awareness
December 6	..... New York Jets .....	Colon Cancer Awareness
December 19	..... Green Bay Packers .....	Prostate Cancer Awareness
January 2	..... Miami Dolphins.....	Kick Cancer Celebration with Survivors and Caregivers

**ABOUT THE NEW ENGLAND PATRIOTS CHARITABLE FOUNDATION**

The New England Patriots Charitable Foundation is the 501(c)(3) non-profit entity created by the Kraft family to support charitable and philanthropic agencies throughout New England. This support comes in the form of direct grants, and the donation of signed memorabilia to a variety of charitable causes, and from Patriots players who offer their direct support by appearing at charity functions throughout the year. The Foundation's primary goal is to support programs that aid the youth and families of New England while underscoring the Kraft family's deep commitment to philanthropic activities in the community. Over the past 16 years, the Foundation has made millions of dollars in donations to thousands of non-profit organizations throughout New England and has partnered with numerous community groups, including the Boys & Girls Clubs of Boston, the United Way, the Greater Boston Food Bank and a host of other New England charities. The Foundation actively supports non-profit groups focusing on health, education, youth fitness and community enrichment while also implementing its own programs in those areas of focus. In 2010, The Foundation's "Kick Cancer" initiative aims to awareness about cancer through messages to fans and the distribution of educational material at home games in partnership with Brigham and Women's Hospital, Massachusetts General Hospital – the founding hospitals of Partners HealthCare – and Dana-Farber Cancer Institute.

**ABOUT THE AMERICAN UROLOGICAL ASSOCIATION 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 association of urologists, the AUA Foundation is the trusted public source for the most accurate and current information relating to urological health.

**--PATRIOTS--**