



American
Urological
Association



AUA FOUNDATION
The Official Foundation of the
American Urological Association



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“KNOW YOUR STATS ABOUT PROSTATE CANCER®” KICKS OFF SECOND YEAR WITH MORE THAN 500 LOCAL EVENTS AND SUPPORT FOR NEWLY INTRODUCED PROSTATE CANCER LEGISLATION

American Urological Association, American Urological Association Foundation and the National Football League Join Together Today to Applaud the Introduction of PROSTATE Act (S. 3775)

Baltimore, MD (September 15, 2010) — The American Urological Association (AUA) Foundation and the National Football League (NFL) have teamed up for a second year of educating men about prostate cancer and encouraging 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 marking Prostate Cancer Awareness Month this September by taking its message to the grassroots level with more than 500 events in hospitals across the country and a new series of public service announcements. In addition, the campaign is joining the AUA on Capitol Hill in support of the Prostate Research, Outreach, Screening, Testing, Access and Treatment Effectiveness (PROSTATE) Act of 2010 (S. 3775), introduced yesterday, which would coordinate and increase prostate cancer research, education and healthcare services.

“We are pleased to expand the NFL’s partnership with the AUA Foundation to help fight prostate cancer through the ‘Know Your Stats’ campaign,” said NFL Commissioner Roger Goodell. “We are deeply committed to ensuring men know the facts about this disease and stay in the game for life.”

Sens. Jon Tester (D-MT) and George Voinovich (R-OH) this week introduced the PROSTATE Act of 2010 (S. 3775), with support from the NFL and AUA Foundation. Rep. Edolphus Towns (D-NY) plans to introduce similar legislation in the House. Referred to the Senate Committee on Health, Education, Labor and Pensions, the legislation will establish a federal interagency task force convened by the Department of Veterans Affairs (VA) and with representation from the Department of Health and Human Services (HHS) and Department of Defense (DoD), to align current federal efforts in prostate cancer research, awareness, and healthcare delivery to more efficiently utilize federal funds to combat the disease.

This year, football fans across the country will also have new opportunities to learn more about “Know Your Stats about Prostate Cancer®” while participating in local hospital events in more than 300 cities nationwide. Men and their loved ones can visit www.KnowYourStats.org to find the latest information about area events, as well as more information about the wide range of available treatment options.

The statistics are startling: one in every six men will be diagnosed with prostate cancer in his lifetime. Prostate cancer is the second leading cause of cancer death for American men, and is expected to kill more than 32,000 men in 2010. African-American men and men with a family history are at higher risk for developing prostate cancer, with African-American men more than twice as likely to die from the disease. To help combat these statistics, the American Urological Association (AUA) recommends that men 40 and older talk with their doctors about prostate cancer testing, an individual decision that needs to be discussed with physicians.

“We are expanding our campaign in a grassroots effort, working closely with hospitals and other partners to get the word out through more than 500 local events across the country,” said Datta G. Wagle, M.D., and AUA Foundation president. “It is critical that men have the tools they need to understand prostate cancer risk factors and engage in dialogue with their doctors.”

The NFL and AUA Foundation will also debut new public service announcements that urge men to know their risk of prostate cancer. According to Pro Football Hall of Fame player and prostate cancer survivor Michael Haynes, “Like many other men I know, prostate cancer was the farthest thing from my mind and I had no idea just how common it is, with African American men such as myself at an even greater risk.” Haynes, who is in his second year representing the Know Your Stats campaign, stated, “Now, I want to do what I can to get men and their loved ones talking and to help them fully understand the facts about this disease.”

To Haynes’ great surprise, it was an NFL Player Care/AUA Foundation screening that led to the discovery that he had prostate cancer. As someone who benefitted from early detection, Haynes is leading the charge for “Know Your Stats about Prostate Cancer®” and continues to recruit other football legends, or “Team Haynes” members, to join the effort. Football legends joining “Team Haynes” this year include John Madden, Ronnie Lott, Roger Staubach, Steve Young, Willie Lanier, Dan Marino and prostate cancer survivor Fred Biletnikoff.

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 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.
 - If you’re 40 or older, the AUA recommends you talk with your doctor about prostate cancer testing – knowing your baseline PSA score today could help save your life later.

- 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 to learn more.

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: Elvin Bethea (Houston Oilers), Frank Biletnikoff (Oakland Raiders), Melvin Blount (Pittsburgh Steelers), Willie Brown (Oakland Raiders), Mabel and Harry Carson (NY Giants), Ted Cottrell (Atlanta Falcons), Len Dawson (Kansas City Chiefs), Fred Dean (San Francisco 49ers), Tony Dorsett (Dallas Cowboys), Frank Gifford (New York Giants), Joe Greene (Pittsburgh Steelers), Mike Haynes (New England Patriots, Los Angeles Raiders), Thomas L. Jackson (Denver Broncos), Deacon Jones (Los Angeles Rams), Willie Lanier (Kansas City Chiefs), Yale Lary (Detroit Lions), Marv Levy (Buffalo Bills), Ray Lewis (Baltimore Ravens), Bob Lilly (Dallas Cowboys), Larry Little (Miami Dolphins), James Lofton (Green Bay Packers), Ronnie Lott (San Francisco 49ers, Los Angeles Raiders, New York Jets) John Madden (Oakland Raiders), Dan Marino, (Miami Dolphins), Bobby Mitchell (Cleveland Browns, Washington Redskins), Ron Mix (San Diego Chargers), Warren Moon (Houston Oilers), Lenny Moore (Baltimore Colts), Anthony Munoz (Cincinnati Bengals), Ozzie Newsome (Cleveland Browns), Roger Staubach (Dallas Cowboys), Charlie Sanders (Detroit Lions), Pollie Shaw (wife of Billy Shaw, Buffalo Bills), Jim Taylor (Green Bay Packers), Andre Tippett (New England Patriots), Merle Wilcox (wife of Dave Wilcox, San Francisco 49ers), Steve Young (San Francisco 49ers), Jack Youngblood (Los Angeles Rams) and Gary Zimmerman (Denver Broncos).

About the AUA

Founded in 1902 and headquartered near Baltimore, Maryland, the American Urological Association is the pre-eminent professional organization for urologists, with more than 16,000 members throughout the world. An educational nonprofit organization, the AUA pursues its mission of fostering the highest standards of urologic care by carrying out a wide variety of programs for members and their patients.

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 organization of approximately 16,000 urologists, the AUA Foundation is the trusted public source for the most accurate and current information relating to urological health.

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