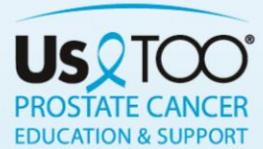


August 24, 2012

Someone to talk to...  
who understands!



Dear Friends of Us TOO and Chapter/Support Group Leaders,

I ended last month by attending a very moving funeral at Arlington National Cemetery for one of my favorite Us TOO volunteers, Fred Gersh. Like we have seen with too many others, his prostate cancer metastasized and despite his efforts with chemo and new treatments he passed away. He has left a void we have yet to fill. He wanted his funeral to be positive, and it was. It was rewarding and inspiring for me to be with his family and friends...including many people who have been, and continue to be, in the prostate cancer battle with us. To me, Fred was a hero and a role model and as I watched and listened to stories about him, I could see the importance of the work Us TOO does. We literally have to do more, and now is the time.

September is here and it is and Prostate Cancer Awareness Month! I am very pleased we can start out by sending along the September *HotSheet* and announcing a new and expanded effort here at Us TOO to raise awareness activities to a new level. Please support us as we step up our efforts as so many of you have urged us to do. You will see changes on our website and the *HotSheet* cover story on the new "The Blues for the Blue" initiative featuring the Original Blues Brothers Band benefit concert for prostate cancer education and support. This event will make the Chicago awareness effort a week-long thing starting with the 8<sup>th</sup> Annual SEA Blue Walk & Run on Sunday morning September 16<sup>th</sup> and ending on Saturday evening September 22<sup>nd</sup>.

We all share a dream of having prostate cancer a more visible cause; these two events are ways to make that happen. We need your support so please join the walk effort even if you do not live in Chicago. Our Us TOO Board members are reaching out to many of you to contribute to the BoardWalkers Team. Your donation will be leveraged as well, because former Us TOO Board member and Pints for Prostates creator, Rick Lyke has offered a \$10,000 matching grant to all who donate to the BoardWalkers Team. Please contribute today by going to the SEA Blue Walk & Run site at [seablueprostatewalk.org](http://seablueprostatewalk.org), donate to Us TOO on the Us TOO website and/or get ticket information on the Blues concert. Spread the word please to help us succeed at this effort so we can do more. It is our strong desire to take "the Blues for the Blue" benefit for prostate cancer education and support on the road during 2013 and beyond.

On page 3 of the *HotSheet* we also mention other September events such as Zero's Prostate cancer Summit in DC September 11-13 and PCRI's Conference in LA September 7-9. Also closer to home in Chicago at Northwestern University the 3<sup>rd</sup> Annual Prostate Cancer Conference will be held Saturday September 8<sup>th</sup> and the same day in Bloomington, IL a SEA Blue, Central IL Walk will be held in Memory of Bill Tucker.

Also look on the Us TOO website for information soon on a new webinar on clinical trials featuring Dr. Tomasz Beer that Us TOO is doing with our friends at Zero and OncoGenx on September 19<sup>th</sup>. Now is the time to be empowered and act!

Sincerely,

T. N. Kirk, President & CEO



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Prostate Cancer Education  
& Support Network**

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**OUR MISSION**

*Be the leading  
prostate cancer organization  
helping men and their families  
make informed decisions  
about prostate cancer  
detection and treatment  
through  
support, education and advocacy.*



*Us TOO is a 501(c)3 non-profit organization founded in 1990 by prostate cancer survivors and their families.*

