

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

I hope that the **October 2014 issue of the *HotSheet*** finds you doing well. Not surprising, we've been especially busy throughout September maximizing the impact of Prostate Cancer Awareness Month.

On September 4<sup>th</sup>, **[Buddy Guy's Legends in Chicago](#)** hosted an **Us TOO benefit concert** and live auction emceed by WGN-TV anchor and prostate cancer survivor/advocate **Steve Sanders**, with a performance by the **[NuBluBand](#)** featuring Buddy Guy's daughter, **Carlise Guy**. Our thanks to Steve Sanders, NuBluBand, Buddy Guy, his family and all of the staff who made the event a success!

I was in Los Angeles for the **[PCRI conference](#)** on September 6<sup>th</sup>. The event provided the forum for important collaboration among prostate cancer industry leaders. On the 5<sup>th</sup>, while attending the **[Stand Up to Cancer](#)** celebrity fundraiser, I was particularly impressed by the following quote from a prostate cancer survivor equating his battle with the disease with his life-long love of competing in triathlons. **"I used to think that the most important thing was finishing. Now I think it's starting."**

More than 1,000 people gathered on September 14th under sunny skies in Chicago's Lincoln Park for the **[10<sup>th</sup> Annual SEA Blue Chicago Prostate Cancer Walk & Run](#)**. The energy, time and dollars invested are very much appreciated – thank you! Together we've raised more than \$108,000 so far, which is more than half of this year's goal of \$200,000. There is much to do to adequately address all that's needed in the prostate cancer community. The SEA Blue event serves as an important platform for funding local programs. **SEA Blue fundraising is open until October 31<sup>st</sup>. [Please donate!](#)**

Check out **[photos from the SEA Blue event](#)** along with the **[results of the 5K run](#)** on the SEA Blue website. Winners are invited to stop by the Us TOO home office to **pick up their medals!** And those who raised funds are encouraged to also **pick up their incentive prizes** at Us TOO, located at 2720 S. River Road, Suite 112, in Des Plaines, IL ([See Map](#)).

On September 22<sup>nd</sup>, **Us TOO board member Tom Cvikota and his son, Lucas**, served up SEA Blue cocktails as guest bartenders at **[Il Poggiolo](#)**, an Italian restaurant in Hinsdale, IL. A portion of all bar sales was donated to Us TOO. Thanks, guys!

The month's activities aren't over! If you're in the area, check out the **[Quad Cities Marathon 1 Mile Walk for Prostate Cancer](#)** on Saturday, September 27<sup>th</sup>.

Also, we're pleased to be partnering with **[Wearever men's incontinence briefs](#)**. Throughout the month of September, 10 percent of all proceeds is being donated to Us TOO. Incontinence can be one of the more common side effects resulting from some prostate cancer treatments. Classic incontinence briefs and incontinence Boxer Briefs by Wearever provide another option for dealing with a little leakage. In addition to being washable and reusable, they look and feel more like regular underwear while providing a comfortable fit and absorbent protection that wicks moisture away from the body. Wearever's incontinence briefs are constructed with sewn-in Unique-Dri™ pads and odor eliminating Agion™ antimicrobial fibers. And since each brief or boxer brief should last for 200 to 250 washes, they are more economical than disposables. Find out more at **[www.weareverincontinence.com](http://www.weareverincontinence.com)**.

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**Us TOO International  
Prostate Cancer Education  
& Support Network**

**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.*

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I was invited to contribute as a **guest on “[Frankly Speaking about Cancer.](#)”** a weekly radio show from Cancer Support Community. The segment aired on September 17<sup>th</sup> and the podcast can be found at [www.cancersupportcommunity.org](http://www.cancersupportcommunity.org).

Hats off to **Howard Waage and Joe Ferrara** with the Us TOO Santa Cruz Prostate Cancer Support Group, along with Howard’s daughter, **Kirsten Cannon**. They created and implemented a **prostate cancer education program for students at Palma High School**. In addition to a presentation about the basics of prostate cancer, awareness initiatives included all football players wearing blue socks and blue ribbons on their helmets and production of a [radio spot](#).

**Us TOO board member Jerry Deans** is featured in an article on page 16 of the current issue of [PCRI Insights magazine](#) sharing his story as a prostate cancer survivor and support group participant. Read the digital edition under the publication tab at [www.prostate-cancer.org](http://www.prostate-cancer.org).

**Patient enrollment has been completed for the AFFINITY clinical trial** from OncoGenex Pharmaceuticals, Inc. to evaluate the potential of custirsen to improve survival outcomes in approximately 630 men with metastatic castrate-resistant prostate cancer (CRPC). Patients have been randomized to receive second-line Jevtana<sup>®</sup> (cabazitaxel) and prednisone with or without custirsen.

**Clinical trial recruitment is underway for a safety and efficacy study of enzalutamide** in patients with nonmetastatic castration-resistant prostate cancer. Find more information and register at: [www.clinicaltrials.gov](http://www.clinicaltrials.gov), Identifier: [NCT02003924](https://clinicaltrials.gov/ct2/show/study/NCT02003924)

**CancerCare is offering a free [15-week online support group for LGBT](#)** (lesbian, gay, bisexual, and transgender) people caring for a loved one diagnosed with cancer. This online group provides a safe, convenient, and confidential space where LGBT caregivers can discuss the unique challenges of caring for a loved one who has cancer, while giving and receiving support, information, and guidance. Get more information and register at [www.cancercare.org](http://www.cancercare.org) and search for LGBT.

If you’re in the Rockies enjoying the fall colors on October 3<sup>rd</sup>, taste new brew and support the cause at the [Pints for Prostates Denver Rare Beer Tasting](#).

And while shopping online, be sure to **participate in the [Amazon Smile](#) program**. Simply designate Us TOO as your charity of choice and 0.5 percent of the value of all purchases will be donated to Us TOO. There’s no limit to the amount Amazon Smile will donate.

As we look ahead to next year, **we’re excited about 2015 being the 25<sup>th</sup> anniversary of Us TOO!** Watch for an email in the near future requesting your input to help us develop the most effective programming for the prostate cancer community relative to recognizing this milestone.

My best to you,



T. N. Kirk, President & CEO

Us TOO International  
Prostate Cancer Education  
& Support Network