

August 22, 2014

Someone to talk to...  
who understands!



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

We invite you to kick off **Prostate Cancer Awareness Month** with the **September 2014 issue of the HotSheet!** Not surprising, there's a lot going on this month. Here's a recap of recent activities along with some highlights of upcoming events.

**Thank you** to everyone who supported the Us TOO "Blue Skies" **annual summer fundraising campaign**. Together we raised nearly \$15,000. Fundraising is critical to the viability of Us TOO continuing to develop educational resources and provide support services and materials to the prostate cancer community at no charge. We also truly appreciate the independent grassroots fundraising events taking place across the country to support the work of Us TOO. Recently, **Dr. Keith and Sandy Bell** raised more than \$1,600 at the 12<sup>th</sup> Annual Cap 2K swimming event in Austin, TX; and **Brittanie LaDuke** brought in more than \$1,000 from the Beard Free Shave Off in Livonia, MI. Thank you!

Stanford Medicine, in partnership with Inspire, featured a **blog post** from **Us TOO Chairman of the Board Jim Rieder**. It recaps Jim's experience managing a prostate cancer diagnosis after retiring from a career in executive hospital leadership. And **Us TOO board member Jerry Deans** will be featured in the **PCRI Insights** newsletter sharing his story as a prostate cancer survivor and support group participant.

On August 9<sup>th</sup>, Chuck and I were in Atlanta for a prostate cancer educational event to reach the local African American community with free PSA and DRE testing. Close to 200 people attended and more than 150 men were tested. Thanks to **TEVA Oncology, Radiotherapy Centers of Georgia, Bayer** and **AbbVie** for their event support; and thanks to **Greg Bolden** and **Frank Catroneo** for organizing the event.

Approximately 90 men will hit the links tomorrow in Sellersburg, IN, for the 10<sup>th</sup> Annual **Bachelor Classic golf tournament**, an Us TOO fundraiser organized by co-chairs **Matt Walt** and **Matt Zinser**. And on Saturday, September 13<sup>th</sup>, another group of golfers will be raising money for Us TOO at the **Strokes for Hope annual golf outing** organized by **Tracy Cameron** with Advanced Urology Associates in Joliet, IL. Thank you!

Be sure to check out a free webinar, "**Understanding Prostate Cancer in the Age of Personalized Medicine**," on Thursday, August 28<sup>th</sup>. Register at <https://tinyurl.com/o25rdhz>.

The blues and September are a natural fit. Don't miss **Buddy Guy's Legends Blues Benefit Concert and Live Auction** on Thursday, September 4<sup>th</sup>. The Chicago event will be hosted by SEA Blue event emcee and WGN-TV anchor **Steve Sanders** with a performance by the **NuBluBand** featuring Buddy Guy's daughter, Carlise Guy! Visit [www.ustoo.org](http://www.ustoo.org) to purchase general admission tickets for \$25.

Join us on September 14<sup>th</sup> at Lincoln Park for the **SEA Blue Chicago Prostate Cancer Walk & Run**. Log on to [SeaBlueProstateWalk.org](http://SeaBlueProstateWalk.org) to **DONATE** to support the event or to support an individual participant or a team; or **REGISTER** to participate in the event as a runner or a walker and reach out with emails to family and friends to request donations to support your effort. Enter discount code: **SEA82114 for a \$5.00 discount**. Check out our **fundraising prize incentives!**

Additional events throughout the month include the **PCRI Conference** in LA September 5-7, **Cars for Cancer** car show in Webster, NY, and the **Quad Cities Marathon 1 Mile Walk for Prostate Cancer** on Saturday, September 27<sup>th</sup>. Please let us know what we can do to help you raise awareness for prostate cancer during September.

And finally, check out a valuable **research study** on the psychological well being of prostate cancer patients, which was brought to our attention **thanks to Don Stern**, leader of the Us TOO support group in Louisville, KY.

My best to you,

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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