

A N N U A L R E P O R T



PCEC

**PROSTATE CANCER
EDUCATION COUNCIL**

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www.prostateconditions.org

PCEC PROSTATE CANCER EDUCATION COUNCIL

Our Mission

It is the mission of the Prostate Cancer Education Council (PCEC) to save lives by raising awareness and educating men, the women in their lives and the medical community about the prevalence of prostate cancer, the importance of early detection and the availability of treatment options. Key strategies include promoting nationwide screening for men and performing research that will advance the detection and treatment of prostate cancer and other men's health issues.

BPH is one of the most common health problems in older men, affecting more than eight million men in the U.S. Although some of the symptoms of BPH and prostate cancer are the same, BPH is not cancer and does not increase the chance of getting prostate cancer.

The Prostate Cancer Education Council

A national organization committed to men's health, the Prostate Cancer Education Council (PCEC) is the nation's leading resource for information on prostate health. The PCEC is extraordinarily successful with patient education, awareness programs and screenings. Through a wide variety of forums, the organization has reached millions of men – and the women in their lives – about prostate health, the importance of early detection and available treatment options.

PCEC, a 501(3)(c) organization, was founded in 1989, and immediately instituted the national Prostate Cancer Awareness Week (PCAW) program. Today, PCAW is one of the largest and most successful health screening projects in the world and has screened millions of men for prostate cancer and other men's health issues. PCEC has also founded hundreds of awareness and education campaigns including: the Tackle Prostate Cancer Program, the PACE Race Series, many public service campaigns with celebrities, the Game Plan Starts with You, Stay on Track for Better Prostate Health and many others. Additionally, PCEC has participated in recruitment to trials, research and technology development to help advance the treatment and detection of prostate cancer, as well as other important prostate and men's health conditions.

Council Members

E. David Crawford, M.D., Chairman
University of Colorado

John Lynch, M.D.
Georgetown University

Nelson N. Stone, M.D.
Mount Sinai

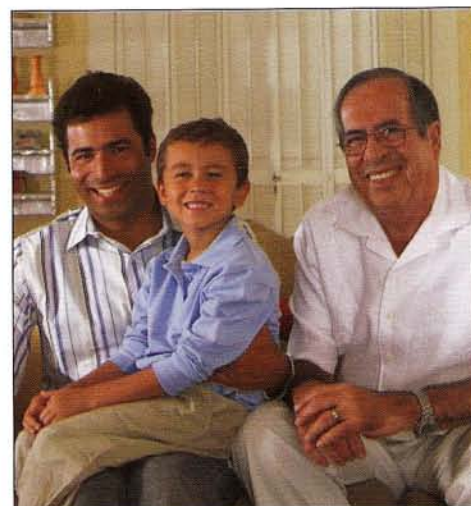
Mack Roach III, MD
University of California, San Francisco

David G. McLeod, M.D.
Walter Reed Army Medical Center

Frank E. Staggers, M.D.
National Medical Association

Daniel Petrylak, M.D.
Columbia-Presbyterian

Mark Moyad, M.D., M.P.H.
University of Michigan



National Programs

During **Prostate Cancer Awareness Week (PCAW)** and throughout the year, the PCEC works with hundreds of sites across the country to ensure men have access to free prostate cancer and men's health screenings. With more than 100,000 men screened each year, and a network of 5,000 health care professionals and 500 hospitals, doctors offices and other facilities our flagship program, now in its 20th year, remains the largest and longest-running prostate cancer screening effort ever undertaken.

The **Prostate Awareness and Cancer Education (PACE) Race Series** reaches men and women to educate them on prostate cancer, and increase awareness of the disease as well as emphasize the importance of a health lifestyle. The PACE series began in 2002 and now, featuring a team of celebrity runners, including world famous marathoners Bill Rodgers and Benji Durden, the race series has reached millions of men around the country.

The **Tackle Prostate Cancer** program encourages screening and the awareness of prostate cancer nationwide; the program has shown significant success in increasing the number of African American men participating in our free screening program. The program kicked off in 2001 in partnership with NFL teams across the country. In 2008, this included public service announcements from quarterbacks Tony Romo and Joe Thiesmann, plus satellite media tours, and national collateral materials.

The **Stay on Track for Better Prostate Health** program featuring NASCAR driver Kyle Petty started its engines on Father's Day 2008 and ran through September 2008. It included NASCAR races, a satellite media tour, a webcast and a comprehensive manual for prostate health.

The **Team Up Against Prostate Cancer Program** will encourage Hispanic men around the world to take notice of prostate cancer, the leading cause of cancer deaths in men, and encourage early detection for the disease. Working with national Major League Soccer icons and teams around the country, this program reaches an often-ignored population with life saving information.

The PCEC develops hundreds of additional awareness and educational programs that include campaigns with Spokesman, patients and the need to share pertinent information to targeted groups. Examples include the following:

- For Our Fathers (launched in June 2008)
- Know Your Numbers (PSA and other tests)
- BPH Game Plan with Chuck Daly
- Nuggets Coach George Karl NBA program
- Mike Schmidt (baseball Hall of Fame legend) program
- Team Up Against Prostate Cancer Major League Soccer and Hispanic outreach program
- African-American outreach efforts
- Women and caregiver programs
- Stay on Track with Rudy Giuliani
- Get Checked with General Colin Powell



General Colin Powell

There are more cases of prostate cancer diagnosed than any other major cancer.

Prostate Cancer Awareness Week

Since 1989, the PCEC has coordinated the national Prostate Cancer Awareness Week (PCAW) screening program. Each year, PCAW includes an average of 400 screening sites across the country, many held in September, with others occurring throughout the year. To date we've screened nearly four million men, and our educational and support materials reach more than 115,000 annually. Along with screening for prostate cancer, PCAW also provides men with an opportunity to be screened for other men's health issues including erectile dysfunction, benign prostatic hyperplasia (BPH) and low testosterone.

A new case of prostate cancer was diagnosed every 2.5 minutes in American men last year.

Before the PCEC was formed, nearly half of prostate cancer cases diagnosed in the United States had spread beyond the prostate gland, greatly reducing the chance for successful treatment. But, since we introduced PCAW, nearly 60% of new prostate cancer cases are discovered when they remain localized and are nearly 100% survivable.

To help make PCAW a reality, the PCEC has created a network of hospitals, clinics, private physicians, health centers and corporations to host screenings during PCAW. PCEC provides screening guidelines, screening questionnaires, prostate-specific antigen (PSA), total cholesterol, total testosterone and other blood test processing, publicity and an online screening site locator.

To further highlight the prevention and treatment of prostate cancer, PCAW dedicates one day of the week to a specific facet of men's health, as follows:

Monday – General Prostate Cancer Awareness

Tuesday – Advanced Prostate Cancer Awareness and Treatment

Wednesday – BPH (Benign Prostatic Hyperplasia)

Thursday – Women, Family and Caregivers

Friday – Know Your Numbers

Saturday – On the Horizon



Each day's information helps screening participants make more informed decisions and speak more openly to physicians about their health issues. Not surprisingly, the six days of PCAW have increased participant satisfaction.

For more information, please visit www.pcaw.com.

PACE Series

One in six men will be diagnosed with prostate cancer in his lifetime. And prostate cancer occurs more commonly than any other major cancer. To counter such staggering statistics, the Prostate Awareness and Cancer Education (PACE) Race Run / Walk Series began in 2002, to increase national awareness of prostate cancer.



The PACE Race Series complements the PCEC's missions of offering free or low-cost prostate cancer screenings across the nation and educating men, the women in their lives, and the medical community about the prevalence of prostate cancer, the importance of early detection and available treatment options.

With events spanning from Boston to San Francisco, the national PACE Race Series continues to grow. All told, the PACE Race Series reaches more than 40 million people.

PACE Race events include the following:

- Special recognition of survivors and caregivers
- PSA blood screenings
- "Ask A Doctor" booths
- Entertainment, awards, giveaways and fun!

Dedicated to educating the nation about prostate cancer, marathon legend Bill Rodgers is part of a team of running greats who has joined the PCEC as a national spokesman for the PACE Race Series.

"I am proud to join the Prostate Cancer Education Council in their efforts to bring greater awareness around a disease that impacts one in six American men," said Rodgers. "As a prostate cancer survivor, I want others to know the importance of screening for this deadly disease."

—Bill Rodgers



For more information, please visit www.PACErace.org.

30,000 men will die from prostate cancer this year.

Tackle Prostate Cancer Program

Now in its ninth year, the *Tackle Prostate Cancer* program engages football fans in the fight against prostate cancer. Promoting prostate cancer awareness, education and screening, PCEC has partnered with several National Football League (NFL) teams to “Tackle Prostate Cancer.” This program offers fans important information on prostate cancer and screening, through expansive media and collateral outreach pre-game activities and local screening events.

Al Wilson and fans



Recognizing the importance of this initiative, football greats, including former Steelers’ linebacker Robin Cole, Bronco’s middle linebacker Al Wilson and former Lion’s defensive tackle Tyoka Jackson, have all dedicated their time to the program. Most recently, star quarterback Tony Romo of the Dallas Cowboys found himself on the sideline for one of the most important fights of his life — his father’s battle against prostate cancer. Now Tony and Ramiro Romo have teamed up with the PCEC to urge men to get screened for this devastating disease.

Additional elements include a TV spot featuring Super Bowl winner and former Washington Redskin Joe Theismann, which airs in stadiums and among NBC’s national Sunday morning programming to help further educate men about men’s health issues. Similarly, Robin Cole, formerly of the Pittsburgh Steelers and a prostate cancer survivor, and PCEC Councilman Dr. Nelson Stone participated in a national satellite media tour to provide a further call to action for men to participate in our annual free screening program, Prostate Cancer Awareness Week.

For more information, please visit www.tackleprostatecancer.com.

African-American men are twice as likely to get prostate cancer and twice as likely to die from it.

Game Plan Starts with You

MINOR LEAGUE BASEBALL

Mike Schmidt, National Baseball Hall of Fame third baseman and three-time Most Valuable Player from the Philadelphia Phillies, teamed up with Minor League Baseball, Sanofi-Aventis and the PCEC to launch a program called the *BPH Game Plan Starts with U: Catch the Whole Game*. This national campaign raised awareness of benign prostatic hyperplasia (BPH) and encourages men to see their doctors for annual prostate screening exams. Mike Schmidt traveled to cities across the country to speak at Minor League Baseball games about his personal experience with BPH and Uroxatral®, and to urge men to consult their physicians about their symptoms and develop their own game plans.



NATIONAL BASKETBALL ASSOCIATION CHUCK DALY

Famous for coaching the Detroit Pistons to consecutive NBA championships and coaching the 1992 Olympic gold medal-winning basketball Dream Team, Chuck Daly has suffered from BPH for more than 20 years. To share his experience with BPH and encourage men to get screened and talk to their doctors, Chuck has traveled across the country on behalf of the PCEC.

DENVER NUGGETS

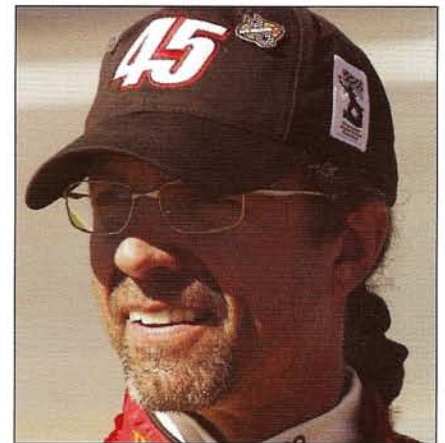
In 2006, George Karl, head coach of the Denver Nuggets, was diagnosed with prostate cancer. After his treatment, Coach Karl teamed up with the Denver-based PCEC to increase prostate cancer awareness among the NBA and its fans by creating a fun text message campaign and several public service announcements aired during the Denver Nuggets home games.

Team Up Against Prostate Cancer

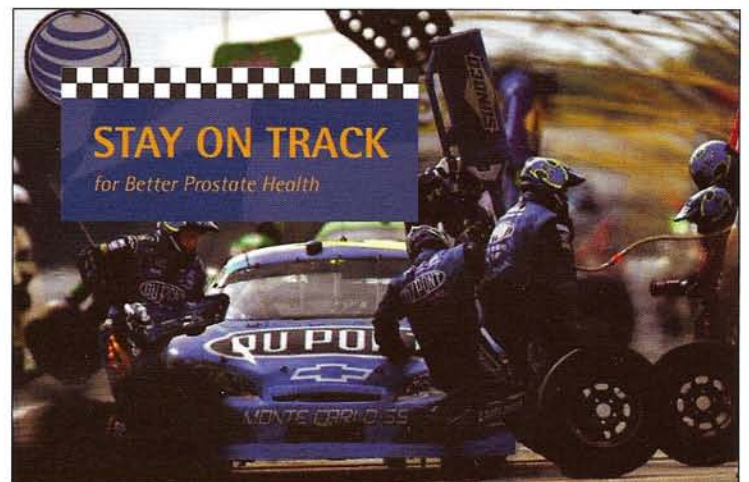
A new national survey commissioned by the PCEC found that 40% of Hispanic men believe they are not at risk for prostate cancer. However, prostate cancer is the most common cancer in Latino men, accounting for more than 30% of cancers diagnosed in this population. This high incidence level — among a group of men who are generally less likely to see a physician — highlights the importance of education and awareness. Through a new program, *Team Up Against Prostate Cancer*, centered around Major League Soccer, we are working to save the lives of Hispanic men, by educating them on their risk for prostate cancer and providing special screening opportunities.

Stay on Track with Kyle Petty

Handed down from NASCAR great Lee Petty to his son Richard and grandson Kyle, car racing runs in the Petty family. But as in too many American families, so does prostate cancer. To encourage routine prostate cancer screening, NASCAR great Kyle Petty has taken the lead as spokesperson for the *Stay on Track for Better Prostate Health* national prostate cancer awareness program, sponsored by the PCEC and Sanofi-Aventis. This program also shows men how to drive their treatment so they can stay the course.



Kyle Petty



Prostate Cancer has no early warning signs or symptoms.

PCEC Spokesmen

Through the years, the PCEC has been honored to have many world-renowned spokesmen donate their time to help increase prostate cancer awareness and to encourage participation in early detection and screening programs. Our spokesmen, many of whom are listed below, have proven effective in getting men and women to pay attention to these important health issues.

Colin Powell

In 2003, the former Secretary of State underwent surgery for prostate cancer and made a full recovery. Since then, General Powell has contributed his time to the PCEC, and has been featured in many national public service announcements, media kits and collateral pieces.

Tony Romo

One of the NFL's most talented and popular quarterbacks, Tony Romo says he was shocked and scared when his father Ramiro Romo was diagnosed with prostate cancer. His father seemed healthy and had no signs or symptoms of the disease when a screening revealed otherwise. Now, Tony and Ramiro have teamed up with the PCEC to help educate other men about prostate cancer.

Kyle Petty

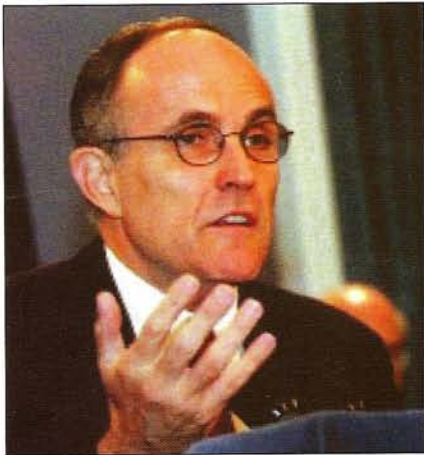
To encourage prostate cancer screening, last year NASCAR driver Kyle Petty drove a national program urging men to take Kyle Petty's Prostate Inspection Pledge. *The Stay on Track for Better Prostate Health* program drove thousands of men to follow his lead and undergo annual screenings. For those diagnosed with prostate cancer, the program also advises assembling a multidisciplinary crew of experts including a medical oncologist, urologist, or radiation oncologist to manage treatment of the disease.

Rudy Giuliani

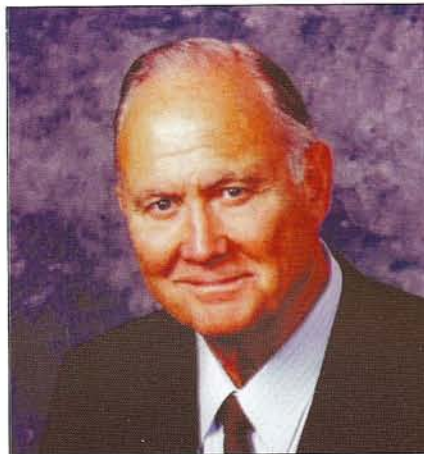
With former New York Mayor and prostate cancer survivor Rudy Giuliani, we held the Straight Talk About Prostate Cancer campaign in 2008. Through a national campaign featuring television, radio and print media, millions of Americans heard Mr. Giuliani discuss prostate cancer and the importance of early detection.

Other PCEC spokesmen include the following:

Robin Cole, Pittsburgh Steelers
Joe Theismann, Washington Redskins
Mike Schmidt, Philadelphia Phillies
George Karl, Denver Nuggets
Norman Schwarzkopf, U.S. Army
Arnold Palmer, Golfer
Chuck Daly, Detroit Pistons
Andre Braugher, Actor



Rudy Giuliani



Norman Schwarzkopf



Joe Theismann



PCEC Research

In addition to screening millions of men during PCAW, the PCEC participates in research and helps develop technology to advance the detection and treatment of prostate cancer and other important men's health conditions.

Current research focuses on data from the PCAW program and the *Know Your Numbers* campaign, which includes testing of PSA, total testosterone, total cholesterol, PCA3 (a cancer biomarker gene) and many other tests. Based on these data, researchers have made groundbreaking presentations at the American Urological Association and American Society of Clinical Oncology meetings and published hundreds of papers and abstracts in leading medical journals.

PCAW screenings also have proven critical in recruiting research participants for many clinical trials. Future studies will involve monitoring yearly changes in individuals' PSA levels to determine which changes reflect the normal aging process and which may signify a problem.

In 2009 alone the PCEC has multiple abstracts and podium sessions at the National American Urological Association and American Association for Cancer Research Annual Meetings.

"What I know now I wish I knew before... getting checked early can save your life."

—John Sharp, Prostate Cancer Patient



Prostate Cancer is the second leading cause of cancer death in men.

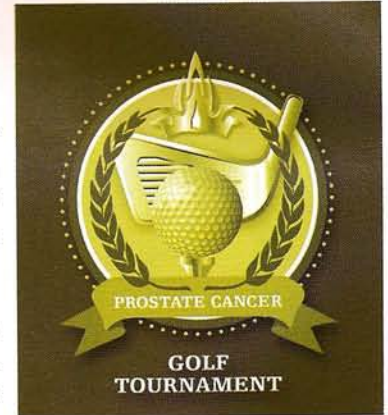
Local Events

PROSTATE CANCER CELEBRITY GOLF TOURNAMENT

Since 2000, the PCEC has hosted the Prostate Cancer Celebrity Golf Tournament. The tournament has been successful at reaching out to the community by way of local celebrities and golf pros while stressing the importance of screening and awareness.

Each year, 150 participants (pairs and foursomes) enjoy a full day of golf at one of Colorado's premier golf courses. Players also participate in several contests, challenges and celebrity and golf pro encounters throughout play. After golf, players and guests enjoy an evening reception with a silent auction and awards ceremony. Denver news anchor and prostate cancer survivor Mike Landess is the evening's emcee and keynote speaker.

The PCEC would like to extend a special thanks to all our sponsors and players, who have helped make this event an enormous success.

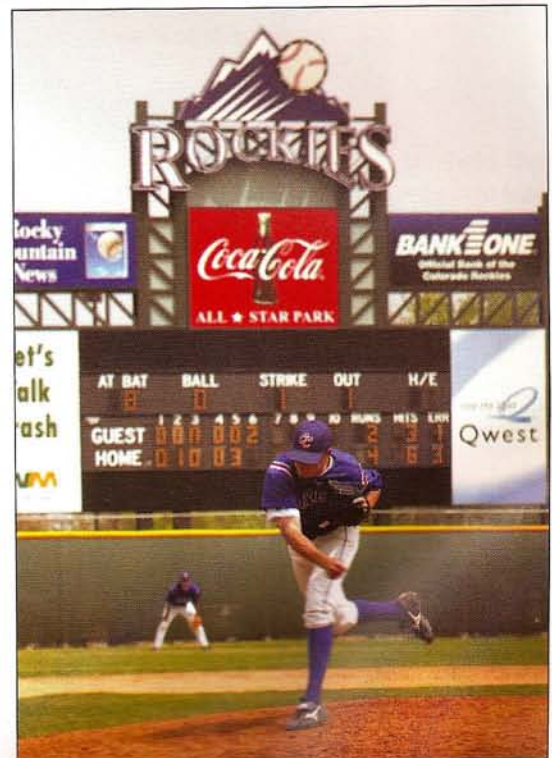


PROSTATE CANCER HOME RUN DERBY

America's favorite pastime provides the perfect backdrop for educating families. In 2009, this event will step up to the plate to raise awareness among all generations about the importance of prostate cancer screenings. Reaching all generations is critical because family involvement and support play a vital role in striking out prostate cancer.

The Home Run Derby will take place at Coca-Cola All Star Park, a Gold Crown Foundation facility and 90% scale replica of Coors Field. This fabulous venue includes 200 ballpark seats and a spacious concourse to accommodate large numbers of families.

The day will include a Home Run Derby just like the pros do it: 10 outs per at-bat and three rounds of play with a championship round (and four age groups). An old-fashioned BBQ, fun family activities and a silent auction will top off the day.



There are more cases of prostate cancer diagnosed each year than breast cancer.

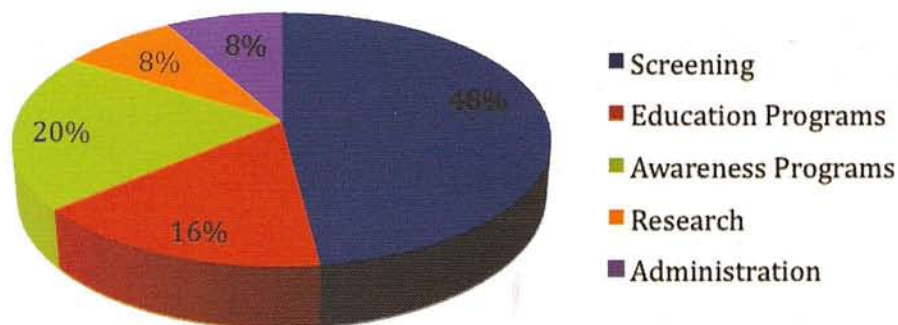
Additional Websites, Tool Kits and Toll-Free Phone Locator

Educational efforts continue on our website, www.prostateconditions.com. This industry-leading website features information on prostate cancer and other men's health issues, plus prostate cancer treatment options and research trials. There's also a prostate cancer screening site locator, as well as Tool Kits to support volunteers in their fight against prostate cancer, for starting a screening in your community, volunteering and raising awareness.

Our national screening site locator **866-4PROST8** provides an automated service for locating prostate cancer screening sites. Just enter your zip code to find the screening site nearest to your location. Customizable with sponsor and educational information, the toll-free screening site locator reaches thousands of people yearly.

2008 PCEC Financial Breakdown

The Prostate Cancer Education council makes an enormous impact on prostate cancer with minimal funds. We are proud that so much of each dollar raised is utilized directly for the screening, awareness, education and research programs.



We wish to thank the numerous people who have contributed to PCEC by way of monetary donations, the ordering and use of our educational materials, participation in our national screening events, as well as the 5K race series. Your participation, support and contributions help save lives and make PCEC the successful origination that it is today.

2008 PCEC Results Summary

Area	Individuals Reached
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Prostate Cancer Awareness Week

Media Outreach	18,255,324
Local Site Outreach	3,500,000
Veterans Screening	1,600,000

Education and Awareness

Colin Powell	13,907,500
Stay on Track	56,020,000
Fathers Day Outreach	1,200,000
BPH Game Plan	26,200,000
Tackle Prostate Cancer	33,923,018
PACE Race	40,200,000

Research and Outreach

Misc. Programs	2,100,000
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TOTAL IMPRESSIONS 196,905,842

Men with a family history of prostate cancer are at high risk.