

FOR IMMEDIATE RELEASE

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Fourth Annual "LET'S TALK ABOUT IT"
Program Aims to Get Couples Talking About Prostate Cancer

September is National Prostate Cancer Awareness Month. In the US this year, approximately 234,460 men will learn they have prostate cancer and more than 27,350 men will die from the disease. However, men diagnosed with prostate cancer have an excellent survival rate (99%) if the cancer is detected early! Medically underserved men are at highest risk for prostate cancer, due to lack of screening for the disease.

On Tuesday September 12th, from 4:30PM-7:00PM, several community organizations and local physicians will sponsor the fourth annual "Let's Talk About It" program aimed at getting medically uninsured and under-insured men and their spouses/significant others to talk about prostate health. The "Let's Talk About It" program will be held at Lake Region Urology, 192 Genesee St., in Auburn. The event features **FREE: prostate screening exams** (ie. Digital Rectal and Prostate Specific Antigen blood test), distribution of "take-home" **test kits for colorectal cancer, skin cancer screening, diabetes screening, blood pressure checks, individual patient education sessions, informational exhibits, door prizes, give-away items, and refreshments.** ***It is open to all uninsured and under-insured men ages 45 and older and their spouses/significant others.***

"Let's Talk About It" is the result of a partnership between the American Cancer Society, the Cayuga County Healthy Men and Women Partnership, William Foresman, MD, Auburn Memorial Hospital, Jeffrey LaDuca, MD., Davidd Levy, MD, TAP Pharmaceuticals, and Johnson & Johnson, Inc.

The program is designed to help men and their wives/partners be more knowledgeable about prostate health and prostate cancer.

Prostate cancer is the most common type of cancer found in American men, other than skin cancer. It is the most common cancer found among African-American men. One man in six will get prostate cancer at some point in his life.

Interested community members are asked to contact Julie Delaney at Cayuga County Health Department (253-1455) for more information or to register for the "Let's Talk About It" program. **Pre-registration is required by September 11th.**