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**For Immediate Release**

## **The 9th Annual Men's Event** **Benefiting U-M Prostate Cancer Research Program**

**ANN ARBOR, MI** – The The Annual Men's Event for Prostate Cancer Research Annual Men's Event to benefit prostate cancer research and education at the University of Michigan will be held Tuesday, September 14th, 2010 at Fleming's Prime Steak House & Wine Bar, 323 North Old Woodward Ave., Birmingham, MI. This event provides philanthropic support for the University of Michigan Prostate Cancer Research Program.

Since its inception, "The Men's Event" has raised more than \$341,000 to support the battle against prostate cancer. This event brings together a prestigious group of businessmen and women, community leaders, friends and families to enjoy an evening of fabulous food, fine wine and good fellowship while learning more about prostate cancer prevention, detection and treatment.

The ticket price of \$300, or 2 for \$500, includes an unlimited bar and hors d'oeuvres, a prime steak dinner, a silent auction including numerous sports items. The dinner's emcees will be Jim Brandstatter, the voice of University of Michigan and Detroit Lions Football and Big Al Muskavito. David Brandon, U-M Athletic Director, will be the keynote speaker. A prostate cancer research update will also be presented to learn more about current research and treatment advances.

"Proceeds generated from The Men's Event are used to provide seed grants for prostate cancer research. The National Institutes of Health (NIH) does not support high-risk new research with grant funding until scientific projects are well underway," says David P. Wood, Jr., M.D., The George F. and Sandy G. Valassis Professor of Urology, Director, Urologic Oncology Division, Department of Urology.

He continues, "Philanthropy provides a tremendous return on investment for our donors and our patients." Donations from the generous people who support The Men's Event are leveraged into larger grants worth eighteen times the amount raised each year.

Prostate cancer awareness and screenings are vital tools in the fight for men's health. Men over the age of 45 and high risk males over the age of 40 should be screened annually. According to the American Cancer Society, about 1 man in 6 will be diagnosed with prostate cancer during his lifetime and about 1 man in 36 will die from the disease.

- More -

For more information on attending “The Men’s Event” or general information about prostate cancer research the University of Michigan, please contact Steffanie Samuels, Director of Development, Department of Urology, 734-615-9843 or [ssamuels@umich.edu](mailto:ssamuels@umich.edu).

### **Important Prostate Cancer Facts**

- All men are at risk for prostate cancer. The most common risk factor is age. Your risk is higher if your father or brother had prostate cancer.
- Cancer of the prostate is the most common malignancy in American men and the second leading cause of cancer death, after lung cancer. The American Cancer Society estimates that there will be about 217,730 new cases of prostate cancer in the United States this year.
- While the death rate for prostate cancer is decreasing and the disease can be detected earlier, over 32,050 men will die of prostate cancer in 2010.
- Prostate cancer research receives half the funding compared to breast cancer, yet the disease is twice as prevalent in American males over 60 years of age, than breast cancer is in women of the same age.
- Receiving a prostate cancer diagnosis raises numerous concerns about how to best treat the disease and how it will impact the future.
- Being diagnosed with cancer is a life-changing experience for men and their families.

### **Research at the University of Michigan**

At U-M, researchers are busy identifying new drugs, new regimens, and new treatment approaches to benefit men with prostate cancer and ultimately find a cure. Investigators are focusing research to develop more effective screening tests, identify targets for treatment among the various types of cancer cells, and develop effective drugs.

Private donations have allowed our scientists to advance our research to do what **no one else in the World** does:

- Discovery of “gene fusion” - a genetic event that causes prostate cancer.
- Development of a urine test which may be able to prevent unnecessary biopsies as well as tell if the cancer is likely to metastasize.
- 3-D Conformal Therapy - one of the first systems for three-dimensional treatment planning and dose distribution for patients requiring radiation therapy.
- Non-invasive Histotripsy - this could allow destruction of the diseased prostate in minutes through the skin with high frequency ultrasound.
- Rapid Autopsy Program - studies how prostate cancer spreads and is one of only two sites worldwide.
- Prostate Cancer Survivorship Clinic- patient-centered and focused on quality of life issues.
- Research on health services and biomarkers is helping to reduce health care costs and avoid unnecessary biopsies.
- The Prostate Cancer Bone Metastases Program is making major advances regarding how and why prostate cancer spreads.

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