

MakeSeptemberBlue

September is Prostate Cancer Awareness Month and we are asking corporate Australia to get involved and help to create awareness and raise much needed funds to help in the fight against prostate cancer. Prostate cancer is the most common cancer diagnosed in men in Australia where almost 3,000 men die each year. In 2006 there were 1,635 new cases of prostate cancer diagnosed in Western Australia and 252 deaths attributed to prostate cancer. A little known fact; more men die from prostate cancer than women die from breast cancer.

During September Perth will be turning blue for prostate cancer and we will be running a huge national awareness campaign with WA media support. We are asking you to please join in the fun and show your support by participating in one of the following three activities:

Please indicate on the return slip the activities you would like to participate in and mail this back to us. We will then be in touch with you with further details.



1. BLUE LACES DAY

Friday 18th September

Ask each of your staff to purchase a pair of PCFA blue shoe laces for \$5 and wear them to work on this day. We want to see most of Perth wearing blue laces in their shoes or however people choose to wear them. A prize will be given for creativity.

2. HOST A BBQ



Get your work colleagues together and host a BBQ during September. Call us to register your BBQ and we will send you an information pack to help create awareness around your workplace. Any funds raised can then be deposited at your local Commonwealth Bank.

3. DRESS BLUE FOR PROSTATE DAY

Nominate a day in September when your staff dress in something blue and give a gold coin donation to show their support.

The media are getting behind this initiative and your organisation may be profiled.



Thank You

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The difference is you!



Prostate Cancer
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