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MARATHON LEGEND STRIDES TO RAISE AWARENESS OF PROSTATE CANCER

- Prostate Cancer Education Council Announces Partnership with Bill Rodgers-

DENVER, CO – While there are few among the running community who are unacquainted with the name Bill Rodgers, it is less likely they are aware that the U.S. marathon legend is also a prostate cancer survivor and committed advocate. Dedicated to educating the community about prostate cancer, Bill has joined the Prostate Cancer Education Council (PCEC) as a national spokesperson of the 2008 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.”

The PACE Race 5K Run/Walk Series was launched in 2002 by the PCEC to increase awareness of prostate cancer and to educate men and their families on treatment options, with events in cities across the country.

With Bill's impressive biography - which includes representing the U.S. as a member of its 1976 Olympic team, winning 20 marathons across five continents and 18 running awards (including induction into the Long Distance Running Hall of Fame in 1999 and USA Track and Field Hall of Fame in 2000), as well as holding several American running records - his status among the running community will help bring additional awareness about prostate cancer to communities all over the country.

About Prostate Cancer

Prostate cancer is the most common cancer, other than skin cancers, in American men. With a one in six lifetime risk of developing prostate cancer, estimates for 2008 indicate that more than 186,000 men will be diagnosed in the United States, and nearly 28,700 will die from the disease. African American men are twice as likely to get prostate cancer and twice as likely to die from the disease. The second leading cause of cancer death in American men, behind only lung cancer, prostate cancer is often treatable if detected early. More information about prostate health is available at www.prostateconditions.org.

About the Prostate Cancer Education Council

A national organization committed to men's health, the Prostate Cancer Education Council (PCEC) is dedicated to saving lives through awareness and the education of men, the women in their lives, as well as the medical community about prostate cancer prevalence, the importance of early detection, and available treatment options, as well as other men's health issues. The Council - comprised of a consortium of leading physicians, health educators, scientists and prostate cancer advocates - aims to conduct nation wide screenings for men and perform research that will aid in the detection and treatment of prostate cancer. More information is available at www.prostateconditions.org.

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