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Pints for Prostates Founder Invited to Participate on Panel at Livestrong Global Cancer Summit in Dublin

Health Advocates from Around the World Meeting in Ireland in August

Charlotte, N.C. – Pints for Prostates founder Rick Lyke has been invited to serve on a panel at the Livestrong Global Cancer Summit in Dublin on Aug. 26th addressing the stigma that cancer survivors face while battling the disease.

The Livestrong Global Cancer Summit is being organized by the Lance Armstrong Foundation to start a global movement among world leaders, leading cancer organizations and cancer survivors. The Summit will make the case for urgent action to address the global cancer burden and introduce new commitments for cancer control by bringing together key stakeholders from all parts of the world. Lyke will serve on a panel with fellow cancer survivors from South Africa and China that will be moderated by Dr. Sanjay Gupta, chief medical correspondent for CNN and a practicing neurosurgeon.

Pints for Prostates, a campaign that uses the universal language of beer to encourage men to take charge of their health, was founded by Lyke in 2008. The grassroots effort raises awareness among men of the importance of regular health screenings and PSA testing by making appearances at beer festivals, social networking and pro bono advertising.

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“We’re honored that Pints for Prostates has been invited to the Livestrong Global Cancer Summit. We are looking forward to sharing details of our program and learning what others are doing around the world to fight cancer,” said Rick Lyke, a 48-year-old Charlotte, N.C., marketing executive and drinks journalist who had successful prostate cancer surgery in April 2008. “The fact is that 4,000 men a week in the U.S. hear the words ‘you have prostate cancer.’ The key for these men is detecting the disease in its early stages when treatment is nearly 100 percent successful. The mission of Pints for Prostates is to reach men in a friendly and non-threatening manner when they are willing to hear a message about prostate health screening and PSA testing.”

The Livestrong Global Summit serves as a forum to build a global grassroots advocacy movement to spur global action in the fight against cancer. In preparing for the event, the Lance Armstrong Foundation received cancer fighting commitments from hundreds of governments, health organizations and individuals in more than 50 countries worldwide.

In its first year Pints for Prostates reached approximately 25 million people through a combination of donated advertising, news articles, appearances at beer festivals, and coverage on websites and blogs. The campaign’s goal is generating awareness for PSA testing and regular checkups so that men can detect the illness before it has progressed. All funds generated by Pints for Prostates benefit the Us TOO International Prostate Cancer Education and Support Network, a 501(c)3 charity that works to support, educate and advocate for men with prostate cancer and their families. Us TOO was founded in 1990 and has a network of more than 300 local chapter support groups.

So far in 2009, Pints for Prostates has held events in California, Illinois, Iowa, Kentucky, North Carolina, Oregon, South Carolina and Washington. Additional events are being booked and additional information is listed at www.ustoo.org/pints. Pints for Prostates also has a presence on Facebook and Twitter.

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