

PHEN

Prostate Health Education Network, Inc.

August 12, 2010

President Barack Obama
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear President Obama,

I had the great honor of meeting you when you served in the U.S. Senate. We were introduced by Senator John Kerry who is my senator, a friend and a fellow prostate cancer survivor. After we met I was always appreciative of the strong support that PHEN received from your senate office for its efforts in the fight against prostate cancer.

Mr. President, September is designated as “Prostate Cancer Awareness Month,” and there will be a number of highly visible and significant prostate cancer activities within our nation’s capital during this month. PHEN is joined by the “Prostate Cancer Roundtable” members identified below in respectfully requesting that the White House participate in “Prostate Cancer Awareness Month” by lighting the White House blue and hanging a blue ribbon on the White House during the week of September 13th.

Prostate cancer activities in Washington during this week include:

- (a) September 14th – 16th - The Prostate Cancer Foundation (PCF) will host its annual “Scientific Retreat”, with approximately 400 of the worlds leading prostate cancer researchers in attendance.*
- (b) September 14th – 16th - ZERO (The Project to End Prostate Cancer) will host its annual Advocacy Summit with survivors from across the country.*
- (c) September 14th – An evening reception with Congressional Members on Capitol Hill.*
- (d) September 16th & 17th – PHEN will host its “Sixth Annual African American Prostate Cancer Disparity Summit” at the Rayburn Building and at the Washington Convention Center as a part of the Congressional Black Caucus “Annual Legislative Conference.”*
- (e) September 18th – The Black Barbershop will carry out its health outreach program in Washington, DC and Baltimore, MD.*
- (f) September 19th – Washington Redskins v. Houston Texans. Think Blue Prostate Cancer Awareness at FedExField with the Washington Redskins, Men’s Health Network, and partners.*

In addition there will probably be thousands of prostate cancer awareness events in cities and towns throughout our nation during the month of September that would benefit from, and be extremely appreciative for the White House’s recognition and show of support.

There is a precedent for our request. In October 2008 First Lady Laura Bush lit the White House pink for breast cancer awareness, and in October 2009 a pink ribbon was placed on the White House. October is “Breast Cancer Awareness Month” and we support the continued recognition it has received from the White House.

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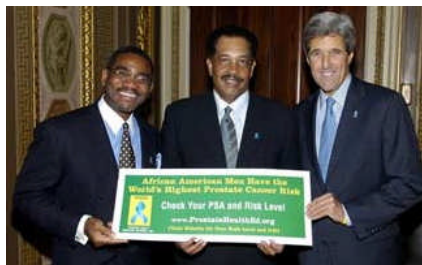
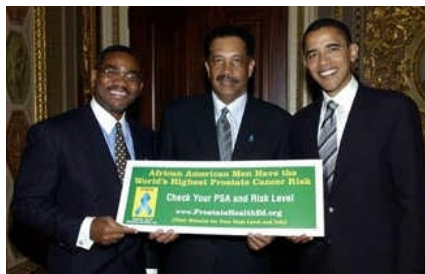
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However, prostate cancer is the leading cause of cancer among men as breast cancer is the leading cause of cancer among women, and like the breast cancer awareness efforts, we need the support of the White House in our fight against the deadly prostate cancer disease.

A visible show of support for prostate cancer awareness by the White House will be a major tribute to the 2.5 million men, and their family members, who are battling prostate cancer as survivors today. It will increase the level of consciousness and knowledge, which is so greatly needed to help save lives, among the tens of millions of other men at high risk for the disease. The efforts of PHEN, members of the Prostate Cancer Roundtable and other organizations across the country to educate, support, find cures and lead the fight against prostate cancer will all be significantly enhanced with a show of support from the White House.

In 2005 when we first met, I was with both Senator John Kerry and Congressman Gregory Meeks as they were helping PHEN host its very first "African American Prostate Cancer Disparity Summit" on Capitol Hill. I have included pictures that we all took that day holding one of our awareness posters. 2010 marks the sixth year that we will host the summit which has made a tremendous impact on addressing the largest racial disparity for any type of cancer. Again, I thank you for your support of this effort. My dream today is to stand with you, along with the members of the Prostate Cancer Roundtable, at the White House under the blue ribbon that we are requesting be hung. The impact of your recognition and support for the fight against prostate cancer will be heard and felt around the United States and the world by all men.

President Obama, we sincerely appreciate your consideration of this request.



Yours Truly

A handwritten signature in cursive script that reads "Thomas A. Farrington".

Thomas A. Farrington
President and Founder
And, Members of the Prostate
Cancer Roundtable

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Members of the Prostate Cancer Roundtable signing this letter request:

Malecare Prostate Cancer Support, New York, NY	www.malecare.org
Men's Health Network, Washington, DC	www.menshealthnetwork.org
National Alliance of State Prostate Cancer Coalitions, Los Angeles, CA	www.naspc.org
Prostate Conditions Education Council, Denver, CO	www.prostateconditions.org
Prostate Cancer Foundation, Santa Monica, CA	www.pcf.org
Prostate Health Education Network, Boston, MA	www.prostatehealth.org
Prostate Cancer International, Virginia Beach, VA	www.pcainternational.org
The Prostate Net, Secaucus, NJ	www.theprostatenet.org
Us TOO International Prostate Cancer Education & Support Network, Chicago, IL	www.ustoo.org
Women Against Prostate Cancer, Washington, DC	www.womenagainstprostatecancer.org
ZERO -- The Project to End Prostate Cancer, Washington, DC	www.zerocancer.org

PROSTATE CANCER FACTS

- 1 out of 6 American men will be diagnosed with PCa in their lifetime; 1 out of 3 men with a family history will be diagnosed.
- African American men are 1.6 times more likely to be diagnosed with PCa and nearly 2.5 times more likely to die from it. This is the largest racial disparity for any type of major cancer and a crisis in Black communities. Increased knowledge and awareness are critical to reducing this crisis.
- Even though men are more likely to be diagnosed with prostate cancer than women are to be diagnosed with breast cancer, national awareness for prostate cancer lags behind awareness of breast cancer.
- For the first time in several years, the number of new cases and prostate cancer deaths are on the rise: more than 218,000 new cases and more than 32,000 deaths are expected in 2010, compared to 192,000 and 27,000, respectively, in 2009; the number of new cases could reach more than 300,000 annually by 2015.
- Early detection and treatment result in a five-year survival rate of more than 98 percent.
- As Federal funding levels are in danger of being slashed, prostate cancer rates are increasing.
- As an estimated \$3 Billion is spent on over-treating less aggressive types of prostate cancer each year, national healthcare reform efforts can be supported greatly by curing more and treating less; supporting research that delivers better diagnostics, treatments and cures for the different types of prostate cancer is crucial for saving lives and dollars.