

# Sir Stirling Moss to launch prostate cancer awareness campaign amongst motor racing fans

Submitted by: Heddon Communications

Thursday, 25 November 2004

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Prostate Cancer Support Group

Media Invitation & Photo Call

to attend the launch of an awareness campaign  
by the Prostate Cancer Support Group  
targeting motor racing enthusiasts

Monday 29 November 2004

12 noon

The Bridge Clinic

Bridge Road, Maidenhead, Berks SL6 8DG

Please join former British motor racing champion Sir Stirling Moss, ITV Formula One Sports Presenter Jim Rosenthal, UK pop/R&B singer Billy Ocean, Theresa May (MP for Maidenhead and Shadow Secretary of State for the Family) Mr Omer Karim, consultant specialist in prostate cancer and Gary Steele, Chairman of the Prostate Cancer Support Group for a media launch as the charity launches an awareness campaign about prostate cancer by targeting motor racing enthusiasts.

12 noon VIPs Arrive and coffee

12.15pm Brief talks from Sir Stirling Moss, Gary Steele and Omer Karim to launch awareness campaign

12.30pm Photo call with racing driver Martin Wills, his racing car & VIPs plus a go-karting track laid out in the grounds of the clinic for a mini race - Sir Stirling Moss v Martin Wills!

13.00pm Buffet lunch

A very large proportion of the UK male population participates in some way in motor sports and so the charity is supporting a motor racing driver, Martin Wills, who will help with an awareness campaign of prostate cancer through branding and promotional activity at racing venues.

The statistics for prostate cancer are alarming – over 27,000 men are diagnosed with prostate cancer every year in the UK and 11,000 die each year. This compares with 40,000 women diagnosed with breast cancer and 15,000 dying from it each year. Prostate cancer is prevalent in men over 60, but is not uncommon in men between 45 and 50 years of age making up 12% of all cancer deaths in the UK each year.

Breast cancer has a high profile and there is a much greater take up of health checks by women for breast cancer, than by men checking for prostate cancer. But prostate cancer isn't just an old man's illness – men just find it an embarrassing illness to talk about. There is now a simple blood test that can be carried out as a first stage of check-ups, that saves men suffering the indignity of a physical examination.

Sir Stirling Moss has himself suffered from Prostate Cancer and is lending his support to an awareness campaign. By targeting men who are interested in motor racing, the charity hopes to raise awareness of the need for men to get regular check ups.

We are very pleased also to have the support of ITV Formula One Sports presenter Jim Rosenthal, UK pop/R&B singer Billy Ocean and Theresa May MP for Maidenhead and Shadow Secretary of State for the family.

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For more details & to RSVP please contact:

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Notes to Editors

1. Please call if you wish to make particular arrangements for photos or interviews. The photo call and go-carting opportunities can be tailored to suit visual requirements.
2. Digital photos of the event will be available immediately afterwards.
3. Detailed press packs available at the event and immediately afterwards
4. The Bridge Clinic is located on the A4 and has plenty of parking space. The nearest train station is Maidenhead. Please ask if you require a map, directions, or to be collected from the station.