



CREATING THE MANOGRAM:  
*Life-saving imaging for men*

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## **FOR IMMEDIATE RELEASE**

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### **Arthur Murray Announces a National Month for AdMeTech Foundation's Dance for A Cure of Prostate Cancer** *April 2011 is Dedicated to Raising Public Awareness & Support for Creating Manogram™*

**WHAT:** Arthur Murray International (AMI), the world's-largest dance organization, issued a national appeal to all 185 dance studios located across the United States to support AdMeTech Foundation's Dance for a Cure of Prostate Cancer, a public awareness and fundraising campaign. *"We invite you, your staff and students to join us in the fight against this life-threatening disease as we declare April 2011 to be Dance for a Cure of Prostate Cancer Month in the Arthur Murray Dance Studios"*, said Mr. John Kimmins, President and Thomas Murdock, Vice President in their formal letter to the franchisees. VIP tickets for the Grand Finale of the ABC TV's *Dancing with the Stars* will serve as a grand prize to the top participant and will be awarded by Nick Kosovich, a former professional cast member and a choreographer of this megahit show. *"Dance for a Cure is about the ballroom dancing community coming together to fight prostate cancer"*, commented Mary Murphy, a celebrity judge of the Fox TV's *So You Think You Can Dance*.

*"I would strongly urge that every man make a contribution to his cause. It may contribute to your future quality of life as well as your longevity,"* responded John Frabotta, a student of AMI from Natick, Massachusetts.

The goal of Dance for a Cure is to support research and education for creating Manogram™: life-saving prostate cancer imaging for men. Similarly to mammograms in women, Manogram™ will improve early detection which is critical for cure of prostate cancer. Dr. Faina Shtern, AdMeTech Foundation's President commented: *"Prostate cancer epidemic strikes as many as 1 in 6 men and leaves no family, no community untouched in this country. Arthur Murray International - with support from Mary Murphy and Nick Kosovich - had set a new record of leadership in public awareness and support for ending this health care crisis."*

**WHY:** Prostate cancer is the most common major malignancy in this country and has become even more common than breast cancer (which strikes 1 in 8 women). And yet, prostate cancer has not been recognized as a national priority, research funding is lagging behind and men do not have reliable diagnostic tools akin to life-saving mammograms. The impact is staggering: An American man dies every 16 minutes, even though prostate cancer can be cured when detected early. African American men are 60% more likely to be stricken and 250% are more likely to die. The lack of accurate diagnostic tools compromises the quality of life in millions of men and adds billions of dollars to health care costs.

**WHO:** John Kimmins, President, Arthur Murray International and Thomas D. Murdock, Vice President for Marketing and Promotions are among the key leaders of the worldwide dancing community. Mary Murphy is a judge on the Fox TV's *So You Think You Can Dance*. Nick Kosovich is a former world champion in ballroom dancing, as well as a former cast member and a current choreographer for ABC TV's *Dancing with the Stars*.

**ABOUT ARTHUR MURRAY INTERNATIONAL (AMI):** AMI is the world's-largest dancing organization and second oldest national franchise, known internationally as a prominent entertainment company with over 220 franchises located throughout the United States, Canada, Puerto Rico, Europe, the Middle-East, Japan, Africa and Australia. ([www.arthurmurray.com](http://www.arthurmurray.com))

**ABOUT ADMETECH FOUNDATION:** A Boston-based nonprofit organization providing international leadership for ground-breaking programs in research, education and public awareness to expedite advancement and implementation of imaging technologies for early detection and treatment of prostate cancer. AdMeTech's Dance for a Cure of Prostate Cancer is modeled after Susan G. Komen's Foundation's Race for the Cure of Breast Cancer and was established in partnership with Arthur Murray in 2008. ([www.admetech.org](http://www.admetech.org))