



A NONPROFIT CORPORATION FOR THE ADVANCEMENT OF MEDICAL TECHNOLOGIES  
CREATING THE MANOGRAM: LIFE-SAVING IMAGING FOR MEN

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Press Release

**Florence Henderson, Debbie Allen, Celebrities of ABC's *Dancing with the Stars* & Fox's *So You Think You Can Dance* Choreograph  
"Dance for the Cure of Prostate Cancer" at the Hollywood DanceSport Championships**

**WHO:** Actress (*Brady Bunch*) **Florence Henderson**; internationally renowned dancer, actress (*Fame*), and choreographer **Debbie Allen**; ABC's *Dancing with the Stars* cast members **Corky Ballas, Mark Ballas, Karina Smirnoff**, and **Louis van Amstel**, and choreographer **Nick Kosovich**; FOX's *So You Think You Can Dance* judge **Mary Murphy**; Oxygen's *Dance Your A\*\* Off* executive producer and actress (*Shall We Dance?* with Richard Gere) **Lisa Ann Walter**; award-winning Broadway choreographer (Memphis) **Sergio Trujillo**; and Hollywood DanceSport Championship's **Michael Chapman**. They were joined by leaders in medicine, including **Faina Shtern, M.D.**, President of the AdMeTech Foundation; **Mark Scholz, M.D.**, Executive Director of the Prostate Cancer Research Institute, faculty member at the University of Southern California, and author of the recently published book "Invasion of the Prostate Snatchers"; and **Stefka Koenig**, Director of Oncology Marketing for Philips Healthcare in North America.

**WHAT:** The Hollywood DanceSport Championships staged a constellation of Hollywood and dancing stars last weekend in Los Angeles in support of "Dance for the Cure of Prostate Cancer" as a national public awareness and fundraising campaign with the mission to end the prostate cancer crisis.

Created by AdMeTech Foundation with support from Philips Healthcare and Arthur Murray International, "Dance for the Cure of Prostate Cancer" takes the lead in developing accurate diagnostic tools for early detection and treatment, critical for saving lives. The goal of the campaign is to create the Manogram™--life-saving prostate imaging for men.

**MORE:** While prostate cancer is even more common than breast cancer, men do not have reliable diagnostic tools similar to life-saving mammograms. Advanced prostate imaging will improve early detection and biopsies, replace radical surgery with minimally-invasive treatment, eliminate unnecessary and failed procedures, improve quality of life in millions of men, and reduce health care costs by at least \$5 billion per year. AdMeTech Foundation's Dance for the Cure is supported by Philips Healthcare – a leader in research and development of advanced imaging and image-guided, minimally-invasive therapeutic technologies.

**ABOUT ADMETECH FOUNDATION:** AdMeTech Foundation is a Boston, MA - based non-profit organization which conducts ground-breaking programs in research, education and awareness to advance diagnostic tools for improved early detection and treatment of prostate cancer ([www.admetech.org](http://www.admetech.org)).

**ABOUT PHILIPS HEALTHCARE:** Philips Healthcare provides integrated, innovative healthcare solutions along the entire cycle of cancer care, from prevention and screening to diagnosis, treatment and disease management. ([www.philips.com/healthcare](http://www.philips.com/healthcare)).

**ABOUT ARTHUR MURRAY:** Arthur Murray International, Inc. is the world's largest dancing organization, with franchises located throughout the globe ([www.arthurmurray.com](http://www.arthurmurray.com)).

**ABOUT HOLLYWOOD DANCESPORT CHAMPIONSHIPS:** Prestigious annual ballroom dancing competition which brought together more than 1,000 people on November 4-6, 2010, at the Warner Center Marriott on Los Angeles, CA ([www.hollywooddancesport.com](http://www.hollywooddancesport.com)).