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Life-saving imaging for men

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MEDIA ALERT

For Immediate Release: January 20, 2012

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Arthur Murray Dance Studio of Boston Takes Steps to End the Prostate Cancer Crisis

“Teach-a-Thon” to Benefit AdMeTech Foundation’s Dance for a Cure of Prostate Cancer

WHAT: On January 27, 2012 between noon and midnight Arthur Murray Dance Studio of Boston is taking dance steps with its 4th Annual Teach-A-Thon to benefit AdMeTech Foundation’s *Dance for a Cure of Prostate Cancer*. “*One in six men is diagnosed with prostate cancer, and every 16 minutes a man dies. There is no community in the United States left untouched,*” said AdMeTech Foundation’s President, Dr. Faina Shtern “*Arthur Murray’s teachers are inviting everyone to dance for our fathers, brothers, husbands, partners, friends and neighbors who have faced or lost their battle against prostate cancer,*” stated Kia Kenney, Manager of Arthur Murray Dance Studio of Boston.

“*Arthur Murray Dance Studio of Boston will conduct a “Teach-a-Thon” in support of AdMeTech Foundation’s world leading efforts to improve early detection of prostate cancer, which is so critical for saving lives. Our dance instructors will volunteer the entire day of January 27th to teach ballroom dancing to the current students and any interested members of the general public,*” said Mark Lightner, New England Area Chair of Arthur Murray International.

WHY: **Arthur Murray Dance Studio of Boston** champions **AdMeTech Foundation’s** Dance for a Cure and its mission to end the Prostate Cancer Crisis one step at a time. Prostate cancer is the most common major cancer in the United States and the second most lethal cancer in men. African American men are impacted disproportionately, with 250% higher mortality and 60% higher incidence. In spite of the magnitude of the prostate cancer epidemic, men do not have accurate diagnostic tools for early detection and treatment. The impact is staggering. Even though prostate cancer is curable when detected early, over 30,000 men died in 2011.

WHO: **Arthur Murray International (AMI)** is the world’s largest dancing organization, with franchises located throughout the globe. With more than 250 studios around the world, AMI has been changing people’s lives through dancing for 100 years. Arthur Murray Dance Studios are independently owned and operated with the Boston studio being the flagship studio in the Greater Boston area (<http://www.arthurmurrayboston.com>)

AdMeTech Foundation is a Boston-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. AdMeTech established Dance for a Cure of Prostate Cancer as a public awareness and fundraising campaign to end the prostate cancer crisis (www.admetech.org).

WHEN: **Friday, January 27, 2012**
12:00 Noon -12:00 Midnight

WHERE: **Arthur Murray Dance Studio of Boston**
20 Park Plaza, Suite 330
Boston, MA 02116
617-426-3335