



**A NONPROFIT CORPORATION FOR THE ADVANCEMENT OF MEDICAL TECHNOLOGIES**

*Dedicated to Innovative Solutions for Improved Patient Care and the  
Transfer of Medical Research and Technologies from Laboratories to Clinics*

## **San Diego Dancesport Championships Feature AdMeTech's Dance for the Cure of Prostate Cancer:**

### **Superstars of Dancing, Hollywood Celebrities and Leaders of Medicine Come Together To Raise Awareness & Funds**

**WHAT:** Dance for the Cure of Prostate Cancer is modeled after Race for the Cure of Breast Cancer, a successful public awareness and fundraising campaign. It is featured by the San Diego Ballroom Championships and presented by the nonprofit AdMeTech Foundation, which provides international leadership for the advancement of early detection and treatment of prostate cancer.

#### **WHO:**

**Dancing with the Stars (ABC):** **Wendy Johnson**, a San Diego local and a Group Routine Choreographer for the Dancing with the Stars – also a co-organizer of the San Diego Dancesport Championships - has been garnering support and participation from the leaders of the dancing community. She will be joined by **Nick Kosovich** (also World American Ballroom Champion); Jonathan Roberts (World Champion of Smooth Dancing -2008), the event's Emcee; **Anna Trebunskaya** (US National Dancesport Latin Finalist - 2008); **Charlotte Jorgensen** (also Professional Rising Star Champion at the Blackpool Competition); other dancing professionals & **Aaron, Mitchell, Brandon and Lindsey** of the Kids Division.



**So You Think You Can Dance (Fox TV):** **Tony Meredith** (also co-host of the PBS series *America's Ballroom Challenge*); & **Pasha Kovalev**. **World Champions** will also include **Tomasz Mielnicki and JT Damalas** (Smooth -2007); and **Carolina & Felipe Telona** (Mambo and Salsa).

**Hollywood Celebrities** will include **Barry Bostwick** (Hannah Montana, Spin City, Rocky Horror Picture Show); **Beth Broderick** (Sabrina the Teenage Witch, Lost, CSI); and **Stephen Nemeth** (Fear and Loathing in Las Vegas), Oscar nominee in 2008 and recipient of the prestigious Vision Award in 2009.

**Leaders of medicine** will be represented by **Dr. William Bradley**, Professor and Chair of Radiology at University of California in San Diego and one of the key leaders of the American Academy of Radiology Research; **Dr. Richard Butcher**, fmr. President of the National Medical Association; and **Dr Faina Shtern**, President of the AdMeTech Foundation & fmr. Chief of Diagnostic Imaging at the National Cancer Institute.

**SAN DIEGO DANCESPORT CHAMPIONSHIPS:** A prestigious, fun-filled, annual ballroom dancing competition. Co-organizers **Ms. Wendy Johnson, Mr. Chris Johnston** and **Mr. Wayne Eng** invited AdMeTech Foundation to debut the first national event of the Dance for the Cure of Prostate Cancer ([www.sandiegodancesport.com](http://www.sandiegodancesport.com)).

**ADMETECH FOUNDATION:** A non-profit organization which conducts ground-breaking programs in research and education to advance diagnostic tools for improved early detection and treatment of prostate cancer ([www.admetech.org](http://www.admetech.org)).

**WHERE AND WHEN:** This black-tie gala will be held on Saturday, June 13, at the Westin Hotel Gaslamp District, San Diego, starting at 6 pm and until completion. The schedule will include VIP Dinner between 6 – 8 pm; World-leading ballroom dancing performances and championships 8 – 11 pm; and Private Reception in the Presidential Suite 11 pm to completion.

**HOW TO RSVP:** Tickets are \$250 per person (and are tax deductible, to the full extent of the law). Please note that seating is limited and RSVP will be closed on June 6<sup>th</sup>. For more information and tickets, please visit AdMeTech's website at [www.admetech.org](http://www.admetech.org) (and look for Dance for the Cure in the right upper corner) or call (617) 523-3535.

**CONTACT:** For more information about the Dance for the Cure of Prostate Cancer event, please contact Iwonne Salvador by phone 617.523.3535 or email at [isalvador@admetech.org](mailto:isalvador@admetech.org).



## Prostate Cancer Fact Sheet and AdMeTech's Mission

Prostate cancer is a threat to every man and should be recognized immediately as a national priority comparable to breast cancer. While prostate cancer has emerged as the most common major cancer in the United States (even more common than breast cancer), men do not have reliable diagnostic tools comparable to life-saving mammograms. Prostate cancer can be cured if detected early, and yet today it is the second most lethal cancer in men. The lack of accurate and affordable diagnostics causes prostate cancer to become both a patient care crisis and a socio-economic problem, which compromises the quality of life and survival in millions of American men and adds billions of dollars to our nation's health care costs.

### Prostate Cancer Crisis: Key Statistics of the Direct Consequence of Blind Patient Care

Unreliable prostate diagnostics do not save lives but result in over- and under-diagnosis, causing high human and societal costs:

- Over diagnosis and overtreatment are widespread and cost over \$5 billion per year: Recently published data from the National Cancer Institute-supported clinical trial conducted in over 76,000 men demonstrated no conclusive evidence of the benefit of the current diagnostic tools but showed clear evidence of their harm due to unnecessary biopsies and treatment:
  - Over 1 million men have unnecessary biopsies each year causing trauma and anxiety to men and costing over \$2 billion to the national health care;
  - As many as 54% of men with early prostate cancer have unnecessary treatment, and many are left with life-altering complications such as impotence and incontinence.
- Under diagnosis is common: Blind biopsies miss and/or underestimate the extent and aggressiveness of prostate cancer in at least 20-30% of men, leading to failures of treatment and the related cancer progression and ultimately, loss of lives.

### Imaging as a Solution and AdMeTech Foundation's Quest for the Manogram: Life-Saving Imaging for Men

AdMeTech Foundation ([www.admetech.org](http://www.admetech.org)) is a non-profit organization dedicated to research and education for advancement of diagnostic tools to improve early detection and treatment of prostate cancer. The AdMeTech's research program pioneered numerous prostate-dedicated tools, including but not limited to, high precision MRI, robotics and optics for biopsy and treatment, and novel molecular imaging methods which are expected to diagnose prostate cancer earlier and more accurately. Emerging scientific data indicate that prostate imaging will save lives, enable selection of the most effective and the least invasive treatment, and will eliminate unnecessary and costly procedures.

AdMeTech's public education programs, including Dance for the Cure of Prostate Cancer, are aimed at public awareness and demand to increase government funding improved diagnostic tools, including prostate imaging, which are expected to eliminate prostate cancer crisis (see [www.admetech.org](http://www.admetech.org)). Indeed, AdMeTech is working with US Congress in order to increase national investment in prostate cancer research. On March 31, 2009, Senator Barbara Boxer introduced the Prostate Research Imaging and Mens Education Act (S. 756), which calls for government investment of \$650 million over 5 years for research and education. On March 23, 2009, Rep. Elijah Cummings (D – MD), Henry Waxman (D-CA) and ten other members of the US House of Representatives sent a letter to the National Institutes of Health and the National Cancer Institute which urged government investment in prostate-specific imaging utilizing President Obama's stimulus package. In June 2008, Representative Cummings had brought to the floor House Resolution 353 calling for increased national investment in image-guided, minimally-invasive diagnosis and treatment of prostate cancer which has been unanimously passed by the US House of Representatives.