



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

**MEDIA ALERT**

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**BOSTON BRUINS ICON, MASS. SENATE PRESIDENT, SPEAKER OF THE HOUSE, KEY LEGISLATORS  
ANNOUNCE PROSTATE CANCER AS A PUBLIC HEALTH PRIORITY**

***KEY LEGISLATORS CREATE A MASSACHUSETTS MODEL OF NATIONAL LEADERSHIP IN RECOGNIZING  
PROSTATE CANCER AS A CENTRAL ISSUE IN MENS' HEALTH AND MAJOR PATIENT CARE DISPARITY***

**WHAT:** Prostate Cancer Awareness Day at the Massachusetts State House will be hosted by AdMeTech Foundation with the unprecedented support from Boston Bruins celebrity, key legislators, advocacy groups and leaders of medicine. This event is held to honor National Prostate Cancer Awareness Month. Highlights include:

- **Boston Bruins Icon Mike Milbury** will address importance of early detection
- **Senate President Therese Murray, Speaker of the House Robert DeLeo** will present a proclamation recognizing prostate cancer as a public priority, health care crisis in African American men and will call for advances in diagnosis and treatment
- Leaders of medicine and advocacy will present cutting-edge research, innovation, education and awareness.

**WHY:** Prostate cancer is the most common major cancer in Massachusetts 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 critical for saving lives. The impact is staggering: Massachusetts men die every day.

**WHO:** *Master of Ceremonies:*  
Boston Bruins' Former Star and NBC Sports Analyst **Mike Milbury**

*Keynote Speakers:*  
Senate President **Therese Murray**, Speaker of the House **Robert DeLeo**

*Hosts & Organizers:*  
Senator **Stephen Brewer**: Chair of the Senate Ways and Means Committee  
Representative **Stephen Kulik**: Vice Chair, House Ways and Means Committee  
**Faina Shtern**, MD, President and CEO, AdMeTech Foundation

*Featured Speakers:*  
Senator **Kenneth Donnelly**: Chair, Joint Committee on State Administration and Regulatory Oversight  
Senator **Susan C. Fargo**: Chair, Joint Committee on Public Health  
**Philip Kantoff**, MD: Chief, Division of Solid Tumor Oncology, Dana Farber Cancer Institute & Professor of Medicine, Harvard Medical School  
**Stephen Seltzer**, MD, Professor & Chairman of Radiology, Brigham and Womens' Hospital, Harvard Medical School  
**Clare Tempany**, MD, Ferenc Jolesz Chair of Radiology Research, Brigham and Womens' Hospital & Professor of Radiology, Harvard Medical School

**WHEN:** **Thursday, September 15, 2011**  
10:30 a.m.-12 p.m. Program and Speakers  
12:00 p.m.- 2:00 p.m. Exhibits of Research, Innovation, Education & Awareness

**WHERE:** Massachusetts State House, Boston, MA  
Grand Staircase, Second Floor

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