

For Immediate Release



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Cancer Services' Annual Blue Tie Day- September 13

(September 9, 2013 – Fort Wayne, Indiana) Did you know that one in every six men will be diagnosed with prostate cancer? Did you know it is deadlier than breast cancer? Additional key facts about prostate cancer include: it is detectable in early stages, it is NOT an old man's disease, and it does NOT go away if you avoid testing.

To increase awareness about men's cancers, particularly prostate cancer, Cancer Services of Northeast Indiana encourages all local men and businesses to participate in Blue Tie Day and wear blue ties to the office on Friday, September 13. Take a photo of yourself or a group at the office wearing your collection of blue ties and send the photos Linda Bewley at lbewley@cancer-services.org. Photos will be submitted for publication and also posted on our blog. The group with the most people in blue ties will receive blue "count moments" bracelets for their entire team.

In July, we launched a new, regional awareness campaign with the goal of promoting stronger education and better understanding of cancers primarily or solely affecting men. The campaign features outdoor advertising placed throughout Northeast Indiana and a dedicated website, www.cancerexposed.org, designed to help men learn more about cancers that affect them exclusively or to which they are more susceptible.

Cancer is an uncomfortable subject for men, and one many would prefer to avoid or ignore altogether. We wanted the campaign to be something they couldn't ignore. If the men in this campaign were willing to bare themselves, then we hope men feel less embarrassed or anxious when it comes to understanding their bodies and cancers that may affect them.

To further increase awareness about men's cancers, particularly prostate cancer, Cancer Services of Northeast Indiana encourages all local men and businesses to participate in Blue Tie Day and wear blue ties to the office on Friday, September 13. Take a photo of yourself or a group at the office wearing your collection of blue ties and send the photos Linda Bewley at lbewley@cancer-services.org. Photos will be submitted for publication and also posted on our blog. The group with the most people in blue ties will receive blue "count moments" bracelets for their entire team.

About Cancer Services of Northeast Indiana

Cancer Services' mission is to enhance the quality of life of those affected by cancer by providing meaningful resources, information and compassionate assistance. Last year, more than 2,600 local people with cancer and their families received emotional support and practical resources for their cancer journey. Cancer Services of Northeast Indiana helps people who live in Allen, Adams, DeKalb, Huntington, Kosciusko, LaGrange, Noble, Steuben, Wabash, Wells, and Whitley counties.

For more information, visit www.cancer-services.org.

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