

COMBINES FOR CURES™

FOR IMMEDIATE RELEASE

March 1, Calgary, AB – It is estimated that 2,500 men in Alberta will be diagnosed with prostate cancer this coming year. Prostate cancer will kill approximately eight men every week in our province. This spring, with sponsorship from agribusiness, and in collaboration with rural doctors and nurses, and organizations, Alberta communities are coming together with Prostate Cancer Centre (PCC) and Prostate Cancer Canada to launch a Combines for Cures™ pilot project in central Alberta. Through this initiative, PCC, Prostate Cancer Canada and its partners will work to improve rural health, one man at a time.

“We care about the well-being of our customers and friends. And we know that healthy rural families and communities benefit the entire agricultural industry. For this reason, Agrium has chosen to partner with Prostate Cancer Canada to help move their initiatives forward. We encourage other organizations to do the same,” says Mike Wilson, President and CEO of Agrium.

Limited time and proximity to healthcare facilities dramatically affect the number of men over 40 years of age in rural regions being tested. Donations to Combines for Cures™ will go to the purchase of a MAN VAN™ for rural Alberta, a mobile testing unit for men who live on farms, ranches and small communities.

“The Prostate Cancer Centre and Prostate Cancer Canada are working hard to develop programs and services and are conducting research that will help eliminate advanced prostate cancer. Our state of the art research facility in Calgary is focused on early detection and treatment of the disease, with comprehensive, patient-focused programming,” says Pam Heard, Executive Director of the PCC. *“This spring, a MAN VAN™ event will be at a community near you. Please take the simple PSA blood test. It could save your life.”*

The Combines for Cures™ program is also offering farmers an opportunity to support the cause. Farmers are able to make grain donations at their local Crop Production Services (CPS) retail outlets from March to August. Pledge forms explaining the program are available in CPS retail stores. *“We encourage central Alberta farmers to visit their local CPS retail outlets soon to get more information. Farmers are a generous and caring group. And, because the program is accepting all of the major crops, we expect they will be generous to this cause.”* says Tony Overwater, Strategy & Business Development Manager, CPS. *“As well, we have added support from Western Feedlots Ltd., a key grain handling partner. Western Feedlots will also be accepting feed grains on behalf of the program. Their support will be critical to the success of this program”,* says Overwater.

MAN VAN™ events are taking place throughout Central Alberta in March. Watch for event details at www.CombinesForCures.com. Events are scheduled in Lacombe (March 5), Delburne (March 7), Olds (March 21), Crossfield (March 25), Trochu (March 29) and Didsbury (June 23) at the Rural Ride for Dads. PCC also encourages rural communities to host their own unique fundraising activities in support of Combines for Cures.

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The Prostate Cancer Centre is a revolutionary made-in-Calgary success story unique in North America, funded entirely through the generosity of donors and sponsors.