

COMBINES FOR CURES™

SAVING LIVES IN RURAL COMMUNITIES. ONE MAN AT A TIME.

GIVE THE GIFT OF GRAIN



PROUD SPONSORS

Agrium®
ADfarm



Prostate Cancer
Centre



COMBINES FOR CURES

A PROGRAM OF THE PROSTATE CANCER CENTRE

Improving rural health, One man at a time.

Our purpose is to save the lives of rural men, a demographic not usually considered in the world of prostate cancer. To do that, the Combines for Cures program reaches out to the places they live: small towns, farms, ranches, villages and hamlets.

Combines for Cures will succeed because we have the partners to make it work. At our core is the Southern Alberta Prostate Cancer Centre, a world-class medical centre in Calgary, Alberta. With the additional sponsorship of agribusiness and collaboration with rural community organizations and doctors, we will begin a pilot project in Central Alberta in the spring of 2012.

Our goals are clear.

Combines for Cures is focused and ambitious:

- We will test (PSA blood test) males over 40 years of age in rural Alberta.
- We will purchase a dedicated testing vehicle (Man Van) for rural Alberta.
- We will implement research and education programs for prostate cancer prevention, awareness and treatment. To do this we will fund studies and forge educational links to rural physicians and corporate and community events (starting 2012).
- We will raise money for Combines for Cures and keep administration costs at 11%.
- We will develop a sustainable program for national and international expansion.

Our strategies are sound.

The Combines for Cures team has defined strategies based on a thorough knowledge of our target audience:

One, to organize and mobilize community organizations and established contacts in retail farm services.

Two, to educate and engage the rural medical community.

Three, to provide corporate sponsors with access to a highly targeted, relevant rural audience.



**Prostate Cancer
Centre**

We're part of a growing success story.

Combines for Cures is a program of the Prostate Cancer Centre, a world class medical centre of excellence and a non-profit advocacy group established in Calgary, AB, in 1999. Their mandate is to eliminate advanced prostate cancer by focusing on early detection and treatment of the disease.

The Centre is patient-focused, offering innovative approaches and quick access to treatment. Their comprehensive programming includes:

- A mobile early detection clinic (Man Van)
- Educational programming
- Medical treatment
- After care
- Counseling
- Research
- Advocacy

Early detection saves lives.

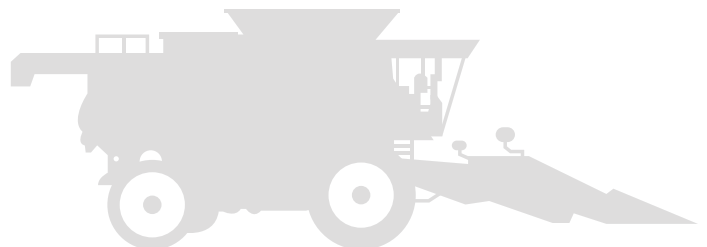
Prostate Cancer Centre staff have learned that communities are the best places to educate men (and women) about the importance of early detection of the disease. That's what makes the rural focus of Combines for Cures so valuable. Combines for Cures extends the Centre's position that all men must have the opportunity to receive information, education and on-the-spot PSA testing in convenient locations. The Man Van, a mobile unit staffed by Centre staff and nurses, is vital to our success. For more information, visit prostatecancercentre.ca or getchecked.ca.

We need your support in rural communities.

Join our team. Combines for Cures has a number of sponsorships and partnerships available.



**Prostate Cancer
Centre**



BE PART OF COMBINES FOR CURES™

#1

If you are a man, over 40 years of age, get checked: have a simple PSA blood test at a Man Van event in a community near you. If you or your family would like information about Combines for Cures rural testing and education program, or about prostate cancer in general, go to **ProstateCancerCentre.ca** or **GetChecked.ca**

#2

We also encourage rural communities to host their own Man Van events as fundraising initiatives in support of Combines for Cures. The cost is \$5000. Combines for Cures is open to working with any groups, communities, individuals or agribusinesses interested in men's health. Information about fundraising is available at **ProstateCancerCentre.ca** or **GetChecked.ca**

#3

Farmers are encouraged to make grain donations at their local CPS retail outlets where special pledge forms are available.



HAVE YOU BEEN TESTED?

Don't forget to have the simple PSA blood test at a Man Van event in a community near you. Alternatively, you can always go to your family doctor and ask for a PSA test. It's available to all men over 40 years of age.

If you or your family would like information about prostate cancer, go to **ProstateCancerCentre.ca** or **GetChecked.ca**

Prostate Cancer Canada supports Combines for Cures. It is a national foundation dedicated to eliminating the disease through finding better diagnostic and treatment options and providing support services to those living with prostate cancer. For more information visit **www.ProstateCancer.ca**



Prostate Cancer
Centre



PROUD SPONSORS



COMBINES FOR CURES™

Saving Lives
in Rural Communities.
One Man at a Time.



Prostate Cancer
Centre



TOWNS. RANCHES. VILLAGES. HAMLETS.

Our roots are in the country.

The Prostate Cancer Centre understands the unique needs of our rural audience. We are a world class medical centre and a non-profit advocacy group based in Calgary, Alberta. The Centre focuses on early detection and treatment of the disease with comprehensive, patient-focused programming, including:

- A mobile early detection clinic – the Man Van™
- Educational programming
- Medical treatment
- After care
- Counseling
- Research
- Advocacy

For more information about the work of the Prostate Cancer Centre, visit **ProstateCancerCentre.ca** or **GetChecked.ca**.

We know the lay of the land.

It didn't take us long to see that rural communities are the best places to educate rural men and their families about prostate cancer. We also quickly discovered that the engagement and support of the rural medical community and rural businesses would be vital to our success.

That's how we will grow. With the support of rural community organizations and doctors, Combines for Cures™ extends the Prostate Centre's position that all men should have the opportunity to receive information, education and the simple PSA (Prostate Specific Antigen) blood test at locations convenient to them. So we developed a mobile testing clinic, the Man Van, staffed by highly trained staff, to meet men where they live.

How we measure success.

It has already begun, by obtaining the growing support of doctors and nurses, of businesses and of rural communities. It will continue with a pilot project offering the mobile testing program, the Man Van, and ongoing education.

Our goals are to make prostate cancer well understood, to make information and simple PSA blood testing available early and to always go where we are needed – to men and their families in rural Canada.



YOU CAN HELP US:

1. SEND YOUR CHEQUE TODAY

- Please complete the donation information and send to:

Prostate Cancer Centre, Southern Alberta Institute of Urology, Rockyview Hospital,
6500-7007 14 Street SW, Calgary, Alberta T2V 1P9

Cheques made payable to the Prostate Cancer Centre Foundation

2. DONATE ONLINE

- Go to **www.ProstateCancerCentre.ca** – Select Combines for Cures on the drop down menu on the donation page.

Note: you will be mailed a tax receipt for your donation. This is for donations by cheque only. To pledge grain, please talk to your local CPS retailer for the Grain Donation Pledge form.

DONATION INFORMATION

Name _____

Address _____

Town _____ Province _____

Postal Code _____

Telephone _____

Email _____

Signature _____

Date _____

The PCC Charitable Registration number is #895726123RR0001

The Prostate Cancer Centre respects your privacy. We do not share, rent, sell or trade our mailing lists.