

Attachment C- Sample Press Release

Organization Name joins partners in statewide initiative promoting prostate cancer screening

YOUR CITY, STATE – The [WVU Cancer Institute](#), the [West Virginia Mountains of Hope State Cancer Coalition](#), and [WVU Medicine](#) are promoting the Prostate Cancer Awareness campaign during the month of September; and Prostate Cancer Screening Awareness Day. Individuals, healthcare providers, community organizations, and faith groups are encouraged to wear blue on September **XXDateXX** to raise awareness of prostate cancer screening and promote prostate cancer screening. Individuals and organizations are invited to take photos in their blue outfits and post them on their favorite social media platform using the hashtag #PreventProstateCancerWV to amplify the importance of prostate cancer screening in the Mountain State.

Prostate cancer occurs only in men, and it is more common in older men than younger men. It is more likely to occur in Black/African American men and men with a family history of prostate cancer. ([SEER](#))

Between 2015-2019, West Virginia reported 6,464 prostate cases, and 920 prostate deaths. Seventy Eight percent of all prostate cancers reported during this time were diagnosed as localized, showing how important prostate cancer screening is. ([WV Burden Report 2022](#))

All healthy men from 55-69 should consider prostate cancer screening based on conversations with their healthcare provider. The greatest benefit of screening appears to be in men within this age group. ([AUA 2023 Guidelines](#))

It is more likely to occur in:

- Older men,
- Black/African American men, and
- Men with a family history of prostate cancer or other certain types of cancer. (i.e. ovarian, breast, colorectal, endometrial, or pancreatic cancer).

“Quote from leadership in your organization about the importance of the campaign,” **name, title, organization**, said. “End quote.”

To schedule an appointment at **your organization**, **contact name**, **title**, at **phone number** or **email address**.

For Media Inquiries: **Name of media contact, title, phone number, email address**