



For Immediate Release

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## **Bill Kortum Memorial Hike**

**Kortum Trail at Shell Beach on the Sonoma Coast**

**Saturday, March 21, 2015 at 11:00am**

*Santa Rosa, CA.* The **Prostate Awareness Foundation (PAF)** has planned a special hike at the **Sonoma Coast in memory of Bill Kortum**, who lost his battle with prostate cancer in December. Kortum was a trail-blazing environmentalist who is credited with saving the Sonoma Coast from development, and making it possible for generations to hike on the trail named in his honor. We will be hiking on the **Kortum Trail from Shell Beach to Goat Rock and back**. Everyone is invited to attend.

Bill Kortum was Sonoma County's premier environmental activist. Kortum was instrumental in **stopping the nuclear power plant** planned for Bodega Head. He also helped create the **California Coastal Commission** which set limits on development along the entire California Coast, and founded the environmental lobbying group, **Sonoma County Conservation Action**. Bill passed away recently after a 3 year battle with prostate cancer.

The **Bill Kortum Memorial Hike** will be an easy hike on the Sonoma Coast lasting about two hours, with an elevation gain of about 250 feet. The distance is three and a half miles round trip. Upon returning to Shell Beach, hikers will be invited to continue south to Wright's beach and back.

Hikers will **meet at the parking lot at Shell Beach** - parking is free. To reach the Shell Beach parking lot drive along Hwy #1 about 7 miles north from the town of Bodega Bay, or head south from on Highway 116 and look for the Shell Beach signage. The parking lot is on the ocean side of Hwy # 1. Be sure to wear layered clothing and to bring plenty of water and your lunch.

The **Prostate Awareness Foundation**, the non-profit organization that is sponsoring the hike, provides men and their families with information about available treatment options both conventional and alternative. It also offers guidance about preventative measures, nutritional support, exercise and stress management via the Sustainable Prostate Project. The object is to help men take a more proactive approach to good prostate health. PAF offers discussion and support group meetings in San Francisco, Santa Rosa and in Western Sonoma County, and helps men both nationally and internationally via the website and helpline. **ALL PAF services are free of charge.**

Men and their families need to know they can take a proactive approach to sustaining their prostate health. The PAF provides free, non-biased, patient-driven information to those who wish to take charge with a positive approach to this epidemic problem. You can learn more about the PAF on the website: [www.ProstateAwarenessFoundation.org](http://www.ProstateAwarenessFoundation.org) or call the helpline (415)675-5661.

Recent clinical studies indicate that those men dealing with prostate cancer or other prostate issues who have a consistent exercise program have the slowest disease progression. The PAF sponsors weekly hikes. If you can't make this one, please join us on one of the upcoming hikes.

If you decide to hike with us, please contact Ken Malik **no later than 5pm on Friday night** so we can arrange carpooling and logistics. Email Ken at [kamalik@prostateawarenessfoundation.org](mailto:kamalik@prostateawarenessfoundation.org) or call him at (415)407-3961.