

For Immediate Release

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Cancer Climb for Prostate Awareness Gran Paradiso Massif, Graian Alps, Italy September 10 - 18, 2016

Santa Rosa, CA. Are you fit? The Prostate Awareness Foundation (PAF) has planned a special climbing and trekking expedition to the Italian Alps. The objective: to summit Gran Paradiso, the highest mountain in Italy at 13,324' / 4,061 M. This will be the 16th annual *Cancer Climb and Trek for Prostate Awareness*. This mountain climb is designed to raise awareness and funds for PAF's **Sustainable Prostate Project**, and outreach and support services for men & their families who are dealing with prostate cancer or other prostate-related health concerns. The PAF is recruiting **climbers, trekkers and support team members**, as well as **donors & sponsors** for the September expedition.

Since 2001, a select group of prostate cancer veterans, their family members, loved ones, friends and supporters have been participating in the annual Cancer Climb and Trek for Prostate Awareness. This will be the 16th year for these fundraising expeditions. The first expedition in 2001 climbed Mt Aconcagua in the Argentine Andes. Since then, annual climbs have included Mt Kilimanjaro in Africa, Mt Blanc in the European Alps, Mt Shasta, Mt Baker, Mt Elbert, Mt Massive, Swift Current Peak, Clouds Rest, Mt Dana and Mt Hoffman in the United States as well as Huayna Picchu, Mt Cotopaxi, El Misti and Mt Ausangate in the Andes mountains of South America.

The 2016 expedition will tackle 13,324' Gran Paradiso in the Granian Alps of Northern Italy. The expedition will include a **technical climbing team** and a **support team of trekkers**. Participants will come from the United States, Canada and Europe. Gran Paradiso is situated in Italy's first National Park north of Torino and south east of Mt Blanc. Says Ken Malik the founder of the PAF and this year's expedition project manager, *"There is plenty of time to get ready, so if you want to come do the climb or the trek with us this year, you'd better start training now!"* Everyone is invited to join the weekly hikes in the Bay Area- Ken says it is a good start to attain the level of fitness required for a climb like Gran Paradiso. The PAF hikes are every Sunday.

For expedition members, this is an opportunity to focus national attention on the **prostate cancer epidemic** (it is estimated that 1 in 6 men will be diagnosed and 30,000 will die of prostate cancer this year), while sending a message of hope and inspiration to men and their families coping with this epidemic disease. Participants will raise critically needed funding for the Prostate Awareness Foundation and its education and outreach programs. Based in Santa Rosa, California, the PAF provides free information and education about available treatment options, clinical studies and pros and cons of treatment options. The focus is on preventative measures, nutritional support, exercise and stress management techniques. The PAF encourages men to take a pro-active posture toward prostate health. PAF helps men both nationally and internationally, and **ALL PAF services are free of charge**.



PAF is currently recruiting **climbers, support team members, and business sponsors** for the September expedition. Climb details are posted on the PAF's website www.prostateawarenessfoundation.org Contact Ken Malik for more information at kamalik@prostateawarenessfoundation.org or by calling Ken Malik at 415-675-5661

Prostate Awareness Foundation is a 501(c)(3) organization, EIN# 31-1633278