



PROSTATE AWARENESS FOUNDATION

Post Office Box 2934, Santa Rosa, CA 95409

Telephone: 415-675-5661

www.prostateawarenessfoundation.org

March 25, 2016

Re: *Cancer Climb & Trek for Prostate Awareness* at Gran Paradiso Massif, Graian Alps, Italy, September 10 - 18, 2016

Dear Friend of the PAF,

I hope this letter finds you well. I would like to talk to you about what has become the most controversial subject in men's health - prostate issues. Lately, not only have the treatment options for prostate cancer come into question because of the high rate of recurrence, but even whether or not to undergo a PSA (a blood test to uncover prostate cancer) at all is being debated.

PAF has planned a special climbing and trekking expedition to the Graian 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.

This climb will raise critically needed funds to allow the PAF to continue its mission and services.

- This year over 200,000 men will be told they have prostate cancer. 1 in 5 men diagnosed is under 60 years old!
- There is no one conventional treatment option superior to another. The recurrence rate after treatment is over 40%. Men need to remain vigilant after treatment, but in many cases they do not.
- The side effects of conventional treatment are in many cases more damaging than the disease itself. Incontinence, sexual dysfunction and emotional trauma are common.
- Making a treatment path decision can be overwhelming. How do you separate "marketing hype" from reality?
- Only 3 % of those diagnosed will die from the disease, and the latest clinical research on prostate cancer indicates that many men are being over-treated for a disease that is unlikely to kill them.
- There is a time and a place when aggressive intervention is necessary. But often times it is not.

Men need to have a better understanding of their treatment options and their side effects. They need to learn how to take better care of their prostate before they have problems. Won't you please make a donation in support of the expedition to help the PAF continue its critically important outreach and education programs? Your donation is tax deductible and your sponsorship will be proudly featured on the PAF website, and on the banner unfurled at the summit.

Thank you for your kind support and for helping PAF to make this year's climb a success.

Warmest Regards,

Ken Malik

Ken Malik,
Executive Director, Prostate Awareness Foundation
kamalik@prostateawarenessfoundation.org



The Prostate Awareness Foundation (PAF) offers information, support, and education about the treatment options available to those with prostate cancer. The object is to lessen the trauma, impact, problems, and depression associated with the disease and to encourage proactive responsibility for one's own healing. We also offer information to those who wish to take a preventative approach to the disease. Based in Sonoma County and the San Francisco Bay Area, we have been providing this service, nationwide since 1995.

The Prostate Awareness Foundation is a non-profit 501(c)(3) organization- Fed ID #311633278

CANCER CLIMB & TREK FOR PROSTATE AWARENESS



Gran Paradiso Massif (13,324' / 4,061 M),
Graian Alps, Italy,
September 10 - 18th, 2016

Here's how you can support the mission of the PAF and the Gran Paradiso Expedition:

- Sponsor a Determined Expedition Member
- Contribute in the Memory of a Special Individual
- Donate in the Name of Someone Living with Cancer
- Help Fund Education and Outreach Programs

Donor Level:

Trailhead \$40 _____

Commemorative Gifts

Wallet card commemorating the climb with *Keys to Prostate Health* on the back

Base Camp \$60 _____

Gran Paradiso memento and the wallet card

High Camp \$150 _____

All of the above, plus the name of a loved one dealing with cancer placed on the banner we carry to the summit

Summit \$250+ _____

All of the above, plus the official Gran Paradiso expedition T-Shirt

Expedition \$ _____

Donation in any amount to assist the PAF and its mission

Please mail checks to: Prostate Awareness Foundation, P.O. Box 2934, Santa Rosa CA 95409
Prostate Awareness Foundation is a 501(c)(3) organization, EIN# 31-1633278

I support you every step of the way! Here is my tax-deductible donation for the level indicated above.
We also take donations via PayPal using your PayPal account or a credit card on the PAF website:
<http://www.prostateawarenessfoundation.org/cancer-climb-2016-Gran-Paradiso/>

The climber I am sponsoring is: _____

I am making a donation in the memory of: _____

Donor Name: _____

Address: _____

Email Address: _____



PROSTATE AWARENESS FOUNDATION
INTEGRATIVE PATHS TO HEALING

Office only: Date received _____ TY Ltr Sent _____