



Dear Friends,

I hope this letter finds you well. Prostate issues are the most controversial subject in men's health. The treatment options for prostate cancer have come into question because of the high rate of recurrence, and even whether or not to undergo a PSA (a blood test to uncover prostate cancer) at all is a source of dissension among experts. The Prostate Awareness Foundation helps men achieve a better understanding of their condition, the treatment options and their side effects, and shares information about how men can take better care of their prostate before they have problems. **All PAF services are free of charge.**

Since 2001, a steadfast group of prostate cancer veterans, their family members, loved ones and friends have been participating in the annual *Cancer Climb & Trek for Prostate Awareness* at mountain ranges throughout the world. The event is mounted each year to raise awareness and funds for Prostate Awareness Foundation's outreach and support services for men & their families who are dealing with prostate cancer or other prostate-related health concerns. The 2017 expedition will tackle 14,179' Mt Shasta in the Cascade mountain range of Northern California in July of 2017.

The Prostate Awareness Foundation has been providing men and their families free, patient driven, impartial information about prostate health concerns since its inception in 1995. Although the majority of our membership and outreach is focused in Sonoma County and the San Francisco Bay Area, the PAF also serves a nationwide and international audience.

- This year over 200,000 men will be told they have prostate cancer, and 1 in 5 is under 60 years old!
- The side effects of conventional treatment are in many cases more damaging than the disease itself. Incontinence, sexual dysfunction and emotional trauma are common.
- The recurrence rate after treatment is over 40%.
- Men need to remain vigilant after treatment, but in many cases they do not.
- Separating "marketing hype" from reality and choosing a treatment path can be overwhelming.
- Only 3 % of those diagnosed will die from the disease and 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, it is not.

Are you able to sponsor one of the Mt Shasta climbers or to make a tax deductible donation in support of the PAF mission? Thank you for for helping the PAF to make this year's climb a success!



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

#EyeOnMtShasta

July 9 - 14, 2017

Mt Shasta, Cascade Range, 14179 ft., 4321.8m



CANCER CLIMB & TREK FOR PROSTATE AWARENESS

Here's how you can support the Mt. Shasta Expedition and the mission of the PAF:

- 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:

Commemorative Gifts

Trailhead \$40 _____

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

Base Camp \$60 _____

Mt. Shasta Climb 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 Mt. Shasta 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
The 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 can also take donations via PayPal using your PayPal account or a credit card on the PAF website:
<http://www.prostateawarenessfoundation.org/cancer-climb-2017-Mt-Shasta/>

The climber I am sponsoring is: _____

I am making a donation in the memory of: _____

Donor Name: _____

Address: _____

Email Address: _____

Office only: Date received _____ TY Ltr Sent _____