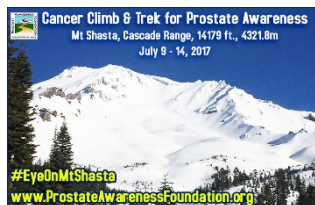


For Immediate Release

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Cancer Climb & Trek for Prostate Awareness Mt. Shasta, Cascade Range, northern California July 9-14, 2017

Santa Rosa, CA. 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 2017 expedition in July will tackle 14,179' Mt Shasta in the Cascade mountain range of northern California. 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 PAF is recruiting climbers, trekkers and support team members, as well as donors & sponsors for the expedition.

Based in Santa Rosa, California, with discussion & support group meetings in San Francisco and the North Bay, the PAF provides 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 educates and encourages men to take a pro-active posture toward prostate health, and helps men both nationally and internationally. **ALL PAF services are free of charge.**

2017 is the 17th year for these climbing expeditions. The climb will take place over the week of July 9 -14th, and for the expedition members, this is an opportunity to focus national attention on the prostate cancer epidemic while sending a message of hope and inspiration to those afflicted with the disease. Participants will raise critically needed funding for the Prostate Awareness Foundation's education and outreach programs. Prostate cancer will affect one in five families in the United States. It is estimated that 1 in 6 men will be diagnosed and 30,000 will die of prostate cancer this year

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. 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. Last year the PAF climbers went to the Italian Alps to attempt Grand Paradiso. The 2017 climb will be the PAF's second summit of Mt. Shasta.

Says Ken Malik, a 21-year prostate cancer veteran and PAF founder, *"Our weekly hikes and tune-up climbs can help aspiring climbers attain the level of fitness required for Mt. Shasta."* The PAF hikes are every Sunday, and *everyone* is invited to join us on the trail.



PAF is currently recruiting climbers, support team members, and sponsors for the July expedition. Call the PAF at 415-675-5661 or email for more information at kamalik@prostateawarenessfoundation.org. All climb details are posted on the PAF's website: www.prostateawarenessfoundation.org