



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.

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 times it is not.

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 in July will tackle 14,179' Mt Shasta in the Cascade mountain range of northern California.

Can your business make a donation to help cover expedition expenses or provide an in-kind gift of supplies & gear for the climbers & trekkers? Your sponsorship is tax deductible and your company's sponsorship will be featured on the PAF website, on the promotional t-shirts, and on the banner unfurled at the summit.

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



Warmest Regards,

Ken Malik

Ken Malik, Founder & Executive Director
Prostate Awareness Foundation

kamalik@prostateawarenessfoundation.org

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



YES! We want to help PAF continue to be a valuable resource for men and their families concerned about prostate health by becoming an expedition **Sponsor**. Sponsors receive the following recognition:

Platinum Charter: \$2,500 level

- Logo on the official climb t-shirt and an official Mt. Shasta climb t-shirt
- Perpetual hyper-link on the PAF website: www.prostateawarenessfoundation.org
- PAF wall plaque - a testimonial of your support
- Sponsorship recognition on the PAF web-site
- Newsletter recognition
- Seminar about prostate health for your staff or professional organization

Gold Charter: \$1,000 level

- Logo on the official climb t-shirt and a climb t-shirt
- Hyper-link on the PAF website
- Newsletter recognition
- PAF wall plaque - a testimonial of support
- Seminar about prostate health for your staff or professional organization

Silver Charter: \$500 level

- Logo on the official climb t-shirt and a climb t-shirt
- Hyper-link on the PAF website
- Newsletter recognition

SPONSORSHIP LEVEL (choose one): Platinum \$2,500 ____ Gold \$1000 ____ Silver \$500 ____ Other ____

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. 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/>

Business Name: _____

Address: _____

Email Address: _____

Office only: Date received _____ TY Ltr Sent _____