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GENERAL COLIN POWELL SPEAKS OUT FOR PREVENTION
*Esteemed Prostate Cancer Survivor Named 2006 Prostate Cancer Education Council
Spokesman*

(Sept. 17-23, 2006) As a prostate cancer survivor, General Colin Powell is doing his part to inform men across the United States of the importance of prevention.

In 2003, the former Secretary of State underwent surgery for prostate cancer and made a full recovery. Since that time, General Powell has contributed his time to Prostate Cancer Education Council, a non-profit that each year sponsors Prostate Cancer Awareness Week (PCAW).

This year PCAW is scheduled between September 17 – 23, and will coordinate free or low-cost screenings for millions of men across the United States. To advise men of the importance of yearly screening, General Powell will relate his personal story through national public service announcements on both radio and television.

“Early detection is the best weapon we have against this silent killer”, notes General Powell.

Prostate cancer is nearly 100 percent survivable if caught in its earliest stages, yet remains the second leading cause of cancer death in American men. More than 230,000 men will be diagnosed with prostate cancer this year. With more annual cases of prostate cancer than that of breast cancer among women, screening is imperative to ensure the health of the men of our nation.

PCEC recommends yearly screening for men 35 and older if they fall into one of the high-risk categories; including African-Americans, who are at a higher risk than Caucasians, or men who have a family history of the disease. All men over 40 should be checked yearly.

Prostate Cancer will take the lives of 30,000 men in 2006. General Powell, along with PCEC’s founder, Dr. E. David Crawford and TAP Pharmaceutical Products hope to decrease that number to nearly zero in years to come.

“Every three minutes an American male discovers he has prostate cancer. This is a staggering statistic, but palatable when tempered with early diagnosis when the disease is at its most curable stage.”

Screenings during PCAW take about 10 minutes and include a Prostate Specific Antigen (PSA) blood test and a Digital Rectal Exam (DRE) done by a trained professional.

To find a PCAW screening site near you and for more information on prostate cancer, please visit www.pcaw.com or call toll free 866-4PROST8.

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About the Prostate Cancer Education Council

The Prostate Cancer Education Council (PCEC) was founded in 1988 and coordinates the national Prostate Cancer Awareness Week (PCAW) program, September 17 – 23, 2006. PCAW was created by the PCEC as a means to offer free or low-cost prostate cancer screenings across the nation (12 in Colorado, more than 500 nationwide). PCEC and the PCAW event strive to educate men and the women in their lives about the prevalence of prostate cancer, the importance of early detection and the available treatment options. In addition to coordinating PCAW, PCEC conducts the Prostate Awareness and Cancer Education (PACE) Race in major cities across the country and works with a number of NFL teams and player spokesmen in the Tackle Prostate Cancer campaign, dedicating a number of games throughout the season to prostate cancer awareness. As one of the oldest and largest organized screening efforts in the nation, PCAW has helped millions of men receive potentially life-saving screenings in addition to influencing additional research dollars to be earmarked for prostate cancer.