

# AdMeTech Foundation's Dance for the Cure of Prostate Cancer: Growing support in the Dancesport Community



Massachusetts Lieutenant Governor Timothy Murray (Left) presents AdMeTech's President Dr. Faina Shtern with Governor's Proclamation



(From Left) Mark Lightner and Kia Kenney of Arthur Murray Boston, Massachusetts State Senator Richard Moore (Chair of Healthcare Financing Committee), and Dr. Shtern



Key Massachusetts Legislators Support the PRIME Act

**D**ance for the Cure is a public awareness and fundraising campaign with a goal to end the prostate cancer crisis, which strikes as many as 1 in 6 men. Prostate cancer has become even more common than breast cancer, which strikes 1 in 8 women. No family and no community in the United States is left untouched by this epidemic. Yet, in spite of the magnitude of the prostate cancer epidemic, public awareness and research investment lag behind. Men do not have accurate diagnostic tools for early detection akin to mammography for breast which is critical for cure and saving lives. The impact is dire: A man dies every 19 minutes, even though prostate cancer is curable when detected early.

AdMeTech Foundation, a Boston-based nonprofit organization, established Dance for the Cure of Prostate Cancer to change that. The ballroom dancing community has risen to the challenge. Dance for the Cure has been receiving strong and continuous support from Arthur Murray International, SuperShag Productions and Dance Beat. Last year, several competitions including the San Diego Championships, Hotlanta, Arthur Murray's SUPERAMA and the Ohio Star Bali featured Dance for the Cure and a raffle for a spectacular ballgown specially designed by Dore. The raffle was drawn at the Ohio Star Bali, and the winners - Julia and Dexter Wang - have been generous benefactors in honor of their uncle who died of prostate cancer.

This year, we see a growing support for the Dance for the Cure from the dancing community. Dawn Smart of Dore generously offered any ballgown for the winner of the raffle (value up to \$4,600). She was joined by Lena and Nick Kosovich of LeNique who added a man's suit to broaden the fundraising appeal (value \$1,200). Under the leadership of John Kimmins, Mark Lightner and Nancy Hamblett of Arthur Murray, this raffle was introduced at the Boston Dance-o-Rama in June 2010.

Billy Morganti and James DiCecca, President of the Massachusetts chapter of the USA Dance, have secured support of Mark Nocera of the New England Dancesport Classic and the Eastern US Dancesport Championships and that of Cathi and John Nyemchek, owners of the Yankee Classic and New England Dancesport Championships. John and Cathi extended a generous invitation to Dr. Faina Shtern, President of AdMeTech, to address both the competitors and the audience every day during the competition. Chris Johnston of SuperShag will feature Dance for the Cure as a part of the Boston Ballroom



Jim DiCecca (Left), President of the Massachusetts Association of Ballroom Dancing with John Nyemchek, Organizer of Yankee Classic Dancesport Championships

Conference and Competition on September 17. Chris was also instrumental in gaining support of the Manhattan Dancesport organizers. Diana and Gary McDonald, in turn, created an opportunity not only to announce and encourage everyone at the Manhattan Dancesport to participate in the raffle, but also to exhibit the Dore dress and LeNique suit. Larinda McRaven of Avanti Ballroom was an exquisite Dore model and was joined by Tony Dovolani of Dancing with the Stars and Peter Walker of SuperShag who modeled the LeNique suits.

On June 16, AdMeTech Foundation organized Prostate Cancer Awareness Day at the Massachusetts State House, reflecting the emergence of the Massachusetts model of national leadership in recognizing prostate cancer as a major public health issue. This event brought together leaders of the dancing community with key Massachusetts legislators and leaders of medicine, advocacy and industry, including Philips, Hitachi, iCAD and In Vivo, to assure growing, broad-based support for the development of accurate, life-saving diagnostics for men. AdMeTech Foundation received a Governor's Proclamation from Lieutenant Governor Timothy Murray and a Resolution of the Massachusetts General Court from Senator Stephen Brewer, Vice Chair of the Ways and Means Committee. Both documents recognized the leadership role played by AdMeTech Foundation in cooperation with the advocacy groups, including Massachusetts Prostate Cancer Coalition, US TOO, and Prostate Health Education Network in raising public awareness. The state's key legislators also signed a group letter to the US Congress in support of the \$650 million Prostate Research Imaging and Men's Education Act - legislation aimed at increased government tended and supported Prostate Cancer Awareness Day. Proceeds of the Dore/LeNique raffle will benefit research and education to advance early detection and treatment of prostate cancer. Mark Lightner Kia Kenney of Arthur Murray Boston, John Nyemchek and Jim DiCecca attended and



Supershag Team (From Left): Chris Johnston, Peter Walker, Tibor Kerekes, and Andy Fishel



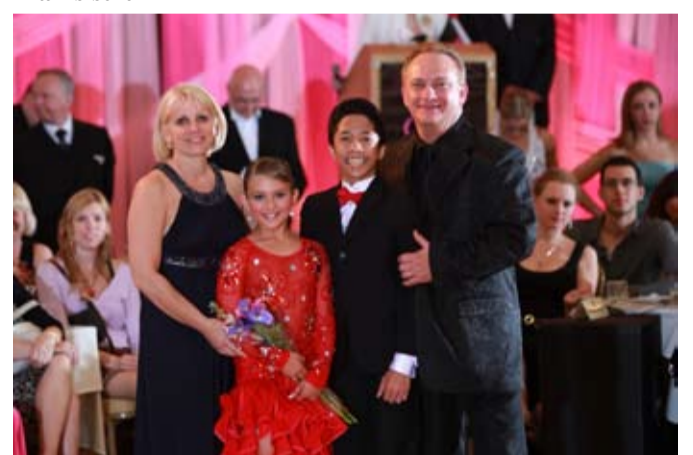
Avanti's Larinda McRaven and Dancing with the Stars' Tony Dovolani model a Latin Dore ball gown and Lenique man's suit



Larinda McRaven and Tony Dovolani model a Smooth Dore ball gown and man's suit



Julia and Dexter Wang support Dance for the Cure in honor of their uncle who died of prostate cancer



Kathi and John Nyemchek at Yankee Classic 2010 with featured dancers

supported Prostate Cancer Awareness Day. Proceeds of the Dore/LeNique raffle will benefit research and education to advance early detection and treatment of prostate cancer. The raffle is available on a continuous basis online at [www.admetech.org](http://www.admetech.org) (where you can view Larinda, Tony and Peter's modeling). The raffle will be drawn on August 28 at the Capital Dancesport, where Marianne Nicole and John DePalma will pioneer Dance for the Cure Championships in honor of their friends stricken by prostate cancer. The dancing community has joined AdMeTech Foundation in leading the way in public awareness and support, which will make it possible to save lives, to transform prostate cancer care and to improve quality of life for millions of men around the world.