

MEDIA ALERT

MASS. LT. GOVERNOR TIMOTHY P. MURRAY AND KEY LEGISLATORS TO ADDRESS NEED FOR ACCURATE, LIFE-SAVING DETECTION OF PROSTATE CANCER

- Key Leaders to Announce Support of the PRIME Act-

WHAT: To recognize prostate cancer as a public health crisis and an urgent regional and national priority, AdMeTech Foundation in cooperation with State House Leaders will host Prostate Cancer Awareness Day at the Massachusetts State House in honor of Father's Day. Prostate cancer is the most common major cancer in Massachusetts' men, with the incidence rate being 7.5% higher than nationally. This year in Massachusetts, 3,800 new cases will be diagnosed and 530 men will die, yet men do not have accurate diagnostic tools for early detection, which is critical to cure cancer and save lives. Highlights of the event include:

- Keynote speaker Lieutenant Governor Timothy P. Murray will present a **proclamation to acknowledge prostate cancer as a major public health issue.**
- **Key legislators – including prostate cancer survivors - will announce their support of the Prostate Research Imaging and Men's Education (PRIME) Act introduced in US Congress and calling for government investment of \$650 million over five years for research and education to improve prostate cancer diagnostics.**
- An exhibit will showcase emerging, cutting-edge advances in research and technologies and demonstrate that advanced imaging can detect prostate cancer missed with standard diagnostic tools.

WHO: Keynote speaker: Massachusetts Lieutenant Governor Timothy P. Murray

Featured Speakers:

Senator Stephen Brewer: Vice Chair, Senate Committee on Ways and Means

Senator Susan C. Fargo: Senate Chair of the Public Health Committee.

Representative Stephen Kulik, Assistant Vice Chair, House Committee on Ways and Means

Senator Richard T. Moore: Chair, Joint Committee on Health Care Financing

Nancy E. Norman, M.D., MPH: Chief Medical Officer, Boston Public Health Commission

Faina Shtern, M.D., President and CEO of the AdMeTech Foundation

Organizing Committee (Chaired by Dr. Shtern and led by Senator Brewer and Representative Kulik):

Senator Kenneth J. Donnelly: Chair, Joint Committee on Veterans and Federal Affairs; Senator Steven

Tolman: Senate Assistant Majority Whip; Representative William Greene, Jr.: Joint Committee on

Consumer Protection and Professional Licensure; Representative Kevin Honan: Chair, Joint Committee on Housing.

WHEN: Wednesday, June 16, 2010. 10:00 a.m. to 11:00 a.m. - Program and Speakers; ;
11:00 a.m. to 2:00 p.m. - Exhibits: iCAD, InVivo, Hitachi, Phillips

WHERE: Massachusetts State House, Boston, MA
Nurses Hall

CONTACT: Silvana Guerci-Lena
MS&L Boston
617-369-8795; silvana.guerci-lena@mslworldwide.com