

Men's Health

My Prostate Cancer Roadmap Educational Program Launched to Support Advanced Prostate Cancer Patients and Their Loved Ones

Arnold Palmer, Golf Champion and Prostate Cancer Survivor, Joins the Effort

(NAPSA)—Cancer of the prostate is the second leading cause of cancer deaths in men in the United States, and every year, approximately 8,000 cases of prostate cancer are diagnosed at an advanced stage. Prostate cancer is considered to be advanced once it has spread beyond the prostate region. This year, roughly 32,000 men are projected to die from the disease in the United States, enough men to fill approximately 400 metropolitan buses, including standing passengers.

Men who are diagnosed with advanced prostate cancer and those who love them may not be sure where to turn for information to help them cope with advanced disease. This uncertainty can add to their emotional burden and cause confusion.

To address these needs, Centocor Ortho Biotech Inc., in partnership with the non-profit organization Us TOO International Prostate Cancer Education & Support Network, has introduced a new, educational program called *My Prostate Cancer Roadmap*.

My Prostate Cancer Roadmap (www.MyProstateCancerRoadmap.com) offers resources and information specific to advanced prostate cancer patients and those who love them, as well as a wide range of information and features relevant to daily living with advanced prostate cancer.

The information on the Web



Photo Credit: Mat McCabe

Prostate cancer survivor Arnold Palmer joins Centocor Ortho Biotech and Us TOO International to launch MyProstateCancerRoadmap.com, an educational program for men with advanced prostate cancer and their loved ones.

site is presented visually as a roadmap and visitors can navigate various “stops,” each of which provides unique, current information from experts. Topics include health and wellness, work, relationships, and sex and intimacy. Although any man can develop cancer of the prostate, there are certain factors that increase the risk. These include age, family history, pre-cancerous prostate changes, genetic abnormalities and ethnicity, where African-Americans are at the highest risk. *My Prostate Cancer Roadmap* provides information for these high-risk populations.

Each stop on the journey offers a choice of two paths—one for men with advanced prostate cancer and the other for family, friends and caregivers—to help address their overlapping but also different needs.

World-renowned golfer Arnold Palmer knows first-hand about navigating prostate cancer. Diagnosed with prostate cancer in 1997, Palmer has worked as an advocate for people affected by prostate cancer for more than a decade. He is helping to launch the *My Prostate Cancer Roadmap* program to raise awareness of advanced prostate cancer and the new support resource.

“Often, men don’t reach out for support, or they feel that being strong means that they have to face this disease on their own,” said Palmer. “Having information and support to help navigate every part of the journey is critical, especially to men facing advanced disease, where comprehensive information can be more difficult to find.”

As a resource for advanced prostate cancer patients and their loved ones, MyProstateCancerRoadmap.com will continue to offer new content based on their feedback and input, along with insights and expertise of scientists, clinicians, nurses, social workers and other experts. Visitors can register to receive alerts when new information is posted.

My Prostate Cancer Roadmap campaign is brought to you by Centocor Ortho Biotech Inc. in partnership with the non-profit organization Us TOO International Prostate Cancer Education & Support Network. Arnold Palmer was compensated for his time in preparing for and participating in the My Prostate Cancer Roadmap program and was reimbursed for travel expenses related to the program. Centocor Ortho Biotech Inc. provided sponsorship funding to Us TOO International in support of the My Prostate Cancer Roadmap program and other education and support initiatives benefitting prostate cancer patients and their families.