2006
Basketball events providing assists in spreading awareness

Dallas: Couple's goal is to educate attendees about prostate cancer

By TRINA TERRELL
Special Contributor

In 1995, the couple began to educate themselves about the cancer, and in 1997, they combined their talents to start 50 Hoops National Prostate Cancer Awareness: basketball tournaments and health fairs in Dallas. The events focus on educating men 50 and older about the disease.

"Within a year, 50 Hoops developed into a free, interactive sports, health and educational environment for men 50-plus," Mrs. Sanders said.

This year, the couple launched what they call their first franchise partnership with the J.C. Phelps Recreation Center in Oak Cliff, and a four-hour event was held there Saturday.

Mr. Sanders, 61, who once played international basketball, concentrated on creating the tournaments. Mrs. Sanders, 60, a public relations and marketing executive, recruited health professionals and sponsors to help spread the word about the disease.

"We decided to utilize our expertise to save the lives of men," Mrs. Sanders said.

During Saturday's event, eight teams participated in a three-on-three half-court competition.

The tournament was divided into two categories of men, from ages 50 to 49 and 50 and older. When the teams took timeouts, Brad Hornberger, a physician's assistant at UT Southwestern Medical Center, provided educational tips about prostate cancer to the audience and the players.

"We want to increase awareness and decrease the stigma of this disease among the community," Mr. Hornberger said.

The couple invited representatives from the city of Dallas, Parkland Memorial Hospital, Methodist Dallas Medical Center and the American Cancer Society to provide additional free services to those at the event.

"We have educated more than 1,500 men over the past eight years and have saved the lives of men who might have gone untreated," Mr. Sanders said.

Before 50 Hoops began working with the Oak Cliff recreation center, it hosted events in Chicago, Miami and military bases.

Throughout the year, Mr. and Mrs. Sanders work with local churches, major cancer-treatment centers, corporations and community organizations.

The organization distributes information to the community about screening, clinical trials, treatment options, hereditary prostate cancer and other prostate-related illnesses, Mrs. Sanders said.

"I appreciate 50 Hoops for having the courage to educate us about a disease that is killing the men in our community," said 89-year-old Charlie Johnson, who has supported 50 Hoops for seven years.

Malcolm McArthur, a prostate support technician at Methodist Dallas Medical Center, took blood from Pierre Caldwell during the 50 Hoops National Prostate Cancer Awareness Basketball Tournament on Saturday at J.C. Phelps Recreation Center in Oak Cliff.

For more information about the group, visit www.50hoops.org or call 1-800-677-8429.
Dallas 50 Hoops Tournament & Health Fair

Attendance: 300 - 320

Exhibitors: 20

Screening: Prostate Cancer (PSA) 67, Hypertension 28, Blood Pressure 68, Cholesterol, 39 Dental evaluations 29

Population: African American 80%, Caucasian 20%; Men 48, Women 52%; Age 20 - 30 = 40%, 30 - 49 = 37%, 60+ 23%

Survey Summary of Exhibitors

- 80% said they received adequate information and follow-up support from the tournament.
- 92% said the space was adequate.
- 70% said they were able to reach their target audience; other exhibits geared more for children.
- Average number of people through exhibits was 68-78. However, Exhibitors had opportunity to tell about their exhibits during breaks.
- Suggested additional screenings was HIV-AIDS, Mammograms and children's sports.
- Sponsors said they would return, 64% of volunteers would return; others wanted to play in tournament.

2006

Survey Summary of Exhibitors

- 80% respondents said they received adequate information on prostate cancer.
- 40% said they received adequate information on breast cancer.
- About 42% of audience received one of the five (5) screenings offered.
- 63% said they visited exhibits and thought they received enough information.
- 97% said they would attend another 50 Hoops events in this city.
- 58% of the attendees heard about 50 hoops from Radio-ONE advertisement, 32% word of mouth and posting on city recreational center bulletin boards; 6% from newspaper.
- Data base is retained as part of 50 hoops mailing lists.
24th Annual African World Festival

August 18-20, 2006
Philip Hart Plaza
Detroit, Michigan

MARKETPLACE VENDOR Application

Deadline for submission:
May 1—June 30, 2006—Early application period
July 1—July 30, 2006—Late application period

50 Hoops, National Physician & Family Referral, Fox Chase Cancer Center,
University of Pennsylvania and Philadelphia NBLC III PRESENT

"From FABULOUS 50 TO SEXY AT 60"
The Over 50 Black Man's Guide to Sexual Health & Sexuality
HOSTED BY
Mt Airy Church of God in Christ, 6401 Ogontz Ave, Philadelphia, PA 19126.
A HOW-TO Guide to Quality of Life HEALTH AND SEXUALITY FOR MEN and their PARTNERS.

Conference Focus
* Diabetes  * Cardiovascular Heart Disease  * Hypertension  * Cholesterol
* Prostate Cancer  * BPH  * Erectile Dysfunction
...Learn how diseases which affect men over 50 and can make a difference in the quality of your life and intimacy.

ATTENTION African American men 40 and over: If you're not a MAN, YOU KNOW ONE. If you're not 40, YOU WILL BE ... AND YOU CAN'T AFFORD TO MISS THIS FREE MINI CONFERENCE with five workshops for men and their partners.
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Sponsored by
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Ed (61) and Pat Sanders (60), Founders

• Learn WHY African Americans are at greater risk for these diseases
• Learn HOW TO Stop that cycle with your own better health
• Learn HOW TO recognize symptoms and the best treatment options for YOUR body

Call 1-800-677-8429 to reserve YOUR SEAT
The Reverend Dr. Michael D. Curry, the presiding bishop of the Episcopal Church, delivered a keynote at the annual meeting of the National Baptist Convention of America Inc. to over 10,000 people in attendance. He discussed the importance of unity and addressed issues such as health care, education, and employment opportunities.:

"Unity is not a luxury; it is a necessity. It is not a choice; it is a requirement. It is not a dream; it is a reality." - Dr. Michael D. Curry

In response to the national crisis of shootings, Reverend Curry called on the government to act. He said, "We must have reasonable gun laws and ensure that everyone is treated equally by the law. We must address the root causes of violence and discrimination."
Presents

Fabulous 50 to Sexy at 60

MEN'S HEALTH CONFERENCE

AARP Pennsylvania
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Advancing the Delivery of Health Care.®
Church of God In Christ- Philadelphia
AARP-Philadelphia
Fox Chase Cancer Center
University of Pennsylvania
Association of Black Cardiologists
National Black Leadership Initiative on Cancer

50 Hoops
AARP Pennsylvania
BARD
endocare
National Physician Referral
University of Pennsylvania
Abramson Cancer Center
AMGEN
National Black Leadership Initiative on Cancer II
FABULOUS 50 to SEXY at 60

“The Black Man’s Guide to Health & Quality of Life”
Produced by 50 Hoops and the National Physician & Family Referral Project
PRESENTED By The Mt. Airy Church of God In Christ
Saturday, May 20, 2006
Philadelphia, PA

David Langston Smyrl,
Emmy Awarded Actor, Comic, Humorist, TV Sit-com script writer
And formerly Sam Lucas the repairman on Cosby Show
Fabulous 50 to Sexy at 60 MASTER OF CEREMONY

David has received many prestigious awards in Advertising and Theatre. He is however, well known for his People’s Choice Award for his role in “Benson” and eight Emmy Awards for the long running PBS children’s program, “Sesame Street”. He worked for five seasons with staff writers on the award winning “Cosby Show,” and was rewarded in the third season of Cosby with the creation of his hilarious recurring role of Mr. Sam Lucas, General Contractor.


Proudly admitting he is SEXY and 70, David’s distinguishing deep voice and soothing sales approach, is nationally known and heard on radio and TV commercials for companies such as Texaco, McDonalds, Pepsi, Coca Cola, 501 Jeans, Canada Dry, Delta Airlines, GMC, Sony Records, Scope, Gallow Wines, Budwiser and many more.
Gwen Foster has been a health enthusiast for more than 25 years. She is often heard saying, “Faulty genes may load the gun, but lifestyle pulls the trigger!” Her desire to improve health outcomes for African Americans and other underserved populations led her to Loma Linda University, School of Public Health, where she earned a Master of Science degree in Public Health. The Allegheny East Conference of Seventh-Day Adventists elected her as Health Ministries Director to serve its 30,000 constituents in seven states. From 1994 - 1999, Ms. Foster hosted a radio talk show, Fitness for Life, on W.H.A.T. in Philadelphia. Utilizing the simple principles that promote increased physical activity and a plant-based diet, Ms. Foster’s Diabetes Initiative, in partnership with the Lifestyle Center of America, has been recognized as the best practice for minorities, by the National Diabetes Education Program. In February, 2000, Philadelphia’s Mayor John Street established the “Mayor’s Office of Health and Fitness,” and appointed Ms. Foster to serve the City as “Health and Fitness czar.” Since the initiative began, Ms. Foster has established numerous programs including The Mayor’s Family Fitness Challenge, and a weekly television program on Time Warner cable.

Bonita Ball, has been a volunteer with the American Heart Association for over 15 years. After she personally experienced the effects of cardiovascular disease when her father died prematurely of the disease. She has served in various roles within the AHA, including CPR Instructor and member of the Speakers Bureau. She is a member of the Council of Cardiovascular Nursing, Pennsylvania and Delaware affiliate board of directors and chairperson of the AHA National Women and Minority Leadership committee.

With over 20 years in Critical Care nursing, with sub-specialty in cardiology nursing, Ms. Ball, uses her wide range of experience in her work at Crozier Keystone Health System. She has a personal mission to advocate ways to decrease health care disparities in the minority population. Her work on a national level includes her consulting and National Anger Management provider, where she provides workshops and training on effective anger management skills to diverse audiences in corporations, faith-based groups, community organizations, schools and judicial system.
Dr. Lucille Ijoy,

Educator, Motivational speaker,

WURD talk show personality

Dr. Ijoy, is founder of the Motivational Institute of Philadelphia (MIOP). Her radio show, “Families Speak Out with Ijoy,” airs Tuesdays on WURD Radio, Philadelphia. Dr. Ijoy is Chief-of-Staff for Philadelphia City Council and Executive Director for the Mayor’s Commission on Literacy. She is a Relationship Specialist, having been keynote speaker at seminars and workshops for a wide range of audiences of all ages and backgrounds. She is a member of the Delaware Valley Association of Black Psychologists where her motto is “Let Your Children Fly.”

An acclaimed author, Dr. Ijoy’s books include “Creative Discipline: Skills for Calm, Confident, Peaceful, Wholesome Parenting and “A Family Therapy Moment with Ijoy. Her highly creative nature led her to produce spoken word/musical meditation and motivation CD presentations, “Thirty Minutes Toward Tranquility, a Healing Time With Ijoy, A Time to Listen and Wise Wild Wonderful women Know: Kicking it out and Slowing it Down.” Her latest book reflects her healthy outlook for the 70-82 age women, entitled, “A Bunch of Living for women to Do.”

Dr. Sandra McGruder-Jackson

Wholistic Health Care

WURD Radio Host

Dr. Sandra McGruder-Jackson received a bachelor degree from Lincoln University in Oxford, Pennsylvania where she has served as an adjunct Assistant Professor of Biology. She graduated from the Medical College of Pennsylvania and completed her residency in Internal Medicine at Albert Einstein Medical Center in Philadelphia. She has practiced general Internal Medicine here for more than twenty years. Her private practice, Wholistic Health Care, promotes traditional and nontraditional (alternative and complimentary) therapies.

Dr. McGruder-Jackson is President of Pennsylvania Society of the NMA, and Chair of the organization’s Region which includes six eastern states. She lectures and is involved in the NMA’s (National Medical Association) diabetes education outreach. As Board member and former President of the Medical Society of Eastern Pennsylvania, a Philadelphia society of the NMA, she chairs the Community Action Committee, and hosts the organization’s monthly radio.

Special Thanks to our FAB 50 Volunteers

Philadelphia Clergy, Novartis Pharmaceutical, Roxie Patton and catering staff and the Mt. Airy Usher Board
Dr. Cornelius D. Pitts,  
*Director, Clinical Research and Drug Development*  
GlaxoSmithKline  

Cornelius D. Pitts is employed by GlaxoSmithKline Pharmaceuticals where he is a Director of Clinical Research and Drug Development. Dr. Pitts holds an undergraduate degree in pharmacy from the University of the Sciences in Philadelphia where he also earned his Doctor of Pharmacy degree. He has undergone clinical pharmacy training at Veteran’s Administration Hospital in New York City as well as Robert Wood Johnson’s Kennedy Hospital in Stratford, NJ. Currently, Dr. Pitts directs clinical research programs in psychiatry at GlaxoSmithKline.

Dr. Pitts maintains ongoing and active participation in public health issues. He sits on the Board of Directors of the Health Promotions Council of Philadelphia, where he Co-Chairs a community project advisory panel to increase awareness of Hypertension, Prostate Cancer and Stroke Prevention in African American men. He is past Chair of the NAACP, Philadelphia Branch, Health Committee, Chair of the Zion Baptist Church Health Ministry. As an internationally dedicated physician, he is presently involved in a project to evaluate health and nutritional issues in children in Mombassa, Kenya.

He frequently counsels patients on appropriate medication use at health fairs in Philadelphia, and recently, helped to develop a format for NAACP health fairs called "Ask the Pharmacist".

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Dr. Lawrence Robinson  
*Deputy Health Commissioner, Philadelphia Department of Public Health*  

A graduate of Harvard College, Dr. Robinson received his medical degree from the University of Pennsylvania School of Medicine. He received his MPH and completed a residency in preventive medicine at Johns Hopkins. He was a resident and faculty member at Rush and Columbia University while performing his internal medicine training. As an avid proponent for health, he has written papers and articles. He was a member of the Smoking Cessation Guideline Panel in which he developed a book and clinical practice guidelines for smoking cessation program distributed by the U.S. Department of Health and Human Services, Agency for Health Care Policy & Research. Dr. Robinson is a board member of the American Cancer Society, NBLIC, and Black Family Services and a member of various groups, organizations and agencies in the community. A native Philadelphian, Dr. Robinson is committed to making a difference in the lives of Philadelphia residents. His overall objectives as Deputy Health Commissioner is to empower individuals with the knowledge needed to prevent disease and take responsibility for their own health by developing a healthy lifestyle.
Ellis is President of Strategies for Well-Being, LLC, a health education and consulting company headquartered in Philadelphia. For 10 years, he has produced a lively talk show where he can be relied upon to dispense practical medical advice. Writer, educator, lecturer, consultant, commentator and public official, Ellis’ career has been dedicated to helping others maintain good health. But, perhaps he is best known as a down-to-earth practitioner who encourages everyone to, “Live the best life possible!”

He attended University of Pennsylvania, focusing upon studies that help ensure the health and well-being of others. Today, in addition to self-publishing Which Doctor?: What You Need to Know to be Healthy, an informative, easy-to-read holistic health handbook, has earned a well-deserved reputation as an internationally respected health educator and complementary medicine consultant. Recently, he was named Executive Editor of BlackDoctor.org, the definitive health web site for African Americans.

Ellis conducts lectures and seminars for corporations, associations and community groups. His writings have been published under the auspices of the esteemed European Science Foundation and in the Journal of Philosophy and Ethics in the Ukraine. He is a member of the Review Staff of the American Journal of Public Health. His contribution to Real Health Magazine, has led to his being asked to contribute a monthly column to The National Medical Association’s new, as yet unnamed, magazine.

An international lecturer, Ellis is a popular and well sought-after guest lecturer, syndicated health columnist for African American newspapers nationwide, read by millions. He also publishes a weekly web advice column for EURweb.com, which attracts 1.2 million visitors monthly, with a newsletter which reaches over 1.4 million readers.

Earnestine Walker-Chavarria is a creative leader and strategist with 15+ years of experience in non-profit, government, and university environments. In October 2005, she joined the American Diabetes Association as the Marketing Director of Programs for the Philadelphia Market. Ms. Walker-Chavarria oversees all programs including, EXPO, Camp, Project Power, African-American, Latino, and Youth Initiatives.

Prior to joining the ADA, Ms. Walker-Chavarria served as the Assistant Director for Philadelphia’s Experience Corps, a project of Temple University’s Center for Intergenerational Learning. In this role, she supervised a staff of fourteen who were responsible for managing more than over 500 volunteers in the Philadelphia’s School District. She was also responsible for designing and delivering training for both staff and volunteers; negotiating contracts with school sites, developing and maintaining relationships with teachers and principals; and assessing the program’s effectiveness.

Her previous experience includes serving as Affiliate Faculty Member for the National Service Leadership Institute, directing the Foster Grandparent Program for the states of Georgia and South Carolina; and conducting legislative research related to South Carolina health and transportation issues.
Fabulous Philadelphia Partners

Fox Chase is an independent, nonprofit institution devoted to improving cancer treatment and prevention. Fox Chase Cancer Center's mission is to reduce the burden of human cancer through the highest-quality programs in research and patient care, including cancer prevention, treatment, early detection and education. Fox Chase's 100-bed hospital is the fourth largest in the country devoted entirely to cancer care. Medical advances based on research are integrated with compassionate care to give patients every possible human and technological advantage in their battles against cancer. For information on any Fox Chase clinical program or physician, call 1-888-FOX CHASE (1-888-369-2427) toll-free.

Penn Medicine is committed to remain a world-leading institution in three equally valued and inter-related missions of patient care, education, and research. The success of these missions requires the integration of the School of Medicine and Health System and a shared destiny with the University of Pennsylvania. By recruiting and retaining a world-class faculty and staff who strive for excellence, innovation, quality and professionalism, we will accomplish our missions. Our goal is to be recognized nationally as the most accomplished and respected School of Medicine and Health System.

Founded in 1974, the Association of Black Cardiologists, Inc., (ABC) is a nonprofit organization with an international membership of over 600 health care professionals. The ABC is dedicated to eliminating the disparities related to cardiovascular disease in all people of color. Today, the ABC's public and private partnerships continue to increase our impact in communities across the nation.

The Association of Black Cardiologists, Inc. is fully accredited by the Accreditation Council for Continuing Medical Education (ACCME).

National Black Leadership Initiative on Cancer II

National Black Leadership Initiative on Cancer (NBLIC), was established in 1986 by the National Cancer Advisory Board of the National Cancer Institute, re-launched itself as the National Black Leadership Initiative on Cancer II: Network Project (NBLIC II). Streamlining its original list of targeted communities, the NBLIC II: Network Project now concentrates on 23 more densely populated African American, high-prevalence cancer communities (HPCC). The Project will be implemented in three phases over a five-year funding period.

900 AM WURD RADIO

“WURD has committed itself to SOLUTIONS and health of the populous in Philadelphia is a concern. We believe that EVENTS such as FABULOUS 50 offers a potential and creative solution to educating our Black men about their health.”

Cody Anderson, President, WURD Radio
PROGRAM
"From FABULOUS 50 to SEXY at 60"
Hosted by: Mt. Airy Church of God In Christ

8:00 a.m. – 9:00 a.m.
Registration
Breakfast Fellowship Hall

9:00 a.m.-12:00 p.m.
Live Broadcast on
WURD Radio, 900 AM
David Langston Smyrl,
Actor, Humorist,
MASTER OF CEREMONY

9:00 a.m. - 10:00 a.m.
Hypertension, Cholesterol,
Cardiovascular

- Ms. Gwen Foster
- Ms. Bonita Todd Ball
- Dr. Lucille Ijoy

10:00 a.m. – 11:00 a.m.
Diabetes

- Dr. Sandra McGruder-Jackson
- Dr. Cornelius D. Pitts
- Dr. Lawrence Robinson
- Mr. Glenn Ellis
- Ms. Earnestine Walker

11:00 a.m. - 12:00 p.m.
Prostate Cancer

- Dr. Mike Daniels
- Mr. Tom Anderson
- Mr. Gene Wheeler
- Mr. Bob Nelson

12:00 p.m. - 1:00 p.m.
BPH (Benign Prostatic Hyperplasia)
Enlarged Prostate

- Dr. Mike Daniels
- Dr. Edith Mitchell
- Dr. Charnita Zeigler-Johnson

1:00 p.m. - 2:00 p.m.
ED (Erectile Dysfunction)

- Dr. Mike Daniels
- Dr. Edith Mitchell
- Ralph & Barbara Alterowitz
Mr. Tom Anderson  
(Retired) Associate Vice President, Temple University  
Prostate Cancer Survivor and Men’s Health Advocate

Tom Anderson is retired Associate Vice President for the office of Community Relations at Temple University. In 1995, his office helped develop plans for the Liacouras Center, which created equal opportunities for minority individuals and companies to do business with the university. Anderson also levered a $200,000 donation into more than $1Million to benefit the North Philadelphia Community. No wonder he was and is known as “Mr. Temple.”

His Office of Community Relations acted as a liaison for Temple University and its five campuses and the surrounding communities. He was responsible for developing and maintaining relationships with individuals, community organizations, agencies (City, State and Federal) and other institutions to help forge mutual understanding of interests common to the university through exchange of ideas and (community) support.

Since his retirement, Anderson does consulting and is an avid proponent of prostate cancer education. He speaks at conferences and is a sought after panelist discussing men’s health and prostate cancer awareness.

Dr. Mike Daniels  
Urologist

Dr. Mike Daniels received his medical training from Temple University Georgetown University and the University of Texas Southwestern (SW) Medical School. A board certified urologist, he currently has a private practice, and is affiliated with four Philadelphia area hospitals. Additionally Dr. Daniels is a clinical instructor for the Temple University School of Medicine, and attending urologist at the Albert Einstein Medical Center. He has written in several scientific urological publications, and scientific presentation to prestigious national organizations.

Dr. Daniels has participated in a number of medical projects including clinical trials for Finasteride Protocols for Merck Company and REDUCE clinical trials for prostate cancer by GlaxoSmithKline.

He is licenced in Pennsylvania and Texas and Board Certification from the American Board of Urology. Dr. Daniels is a member of the American Urological Association (National and Mid-Atlantic Sections), and has received the Vern Stembridge Pathology Award and Clinical Urology Faculty of the Year Award from University of Texas SW Medical Center. His medical consulting clients include American Cancer Society, AMGEN, Bayer/GlaxoSmithKline and Pfizer Pharmaceuticals.
Mr. Bob Nelson  
President and CEO, Philadelphia OIC  
Prostate Cancer Survivor and Men’s Health Advocate

Robert “Bob” Nelson is President and CEO of Philadelphia OIC, the prototype for the national and international manpower-training model founded by the late Reverend Leon H. Sullivan. Philadelphia OIC employs 40 people, serves approximately 1200 students per year, and has an annual operating budget of approximately $2.5 million dollars.

Born and raised in Philadelphia, he is a graduate of Central High School; Central State University in Wilberforce, and Temple University’s School of Social Administration.

Prior to Bob’s appointment as OIC’s Executive Director in 1985, he served in several administrative capacities to include: Director of Youth Services; Director of Community Affairs; and Director of MH/MR Services. Currently, Bob is the Chairman of the North Philadelphia Empowerment Zone Community Trust Board. Moreover, Bob is active with the American Cancer Society and facilitates the Prostate Cancer Survivor Workshop: "Like It Is".

Professionally, Bob has been a teacher in the Philadelphia Public School System; a counselor for delinquent youth; a program coordinator for GED projects; a Director of a residential drug treatment program; and an Area Director for the Health and Welfare

Gene Wheeler is Program Director for Us TOO, a powerful international prostate cancer education organization. With over 350 chapters throughout the world, Us TOO serves men and their families with prostate cancer education, peer counseling, fellowship, unbiased and reliable information about the risk associated with the disease.

Wheeler brings to his position over 40 years as Healthcare Administrator and consultant to businesses and political campaigns. He served as Director of Marketing at a medical laboratory serving the west coast, was CEO at California’s Quality Health Plan, and created, designed and built Associated Health Systems, Inc. into a formidable combined medical clinics and pharmacy business with annual income exceeding $6 million.

Among celebrated activities he planned and coordinated a high level visit to Syria where they recovered downed Navy pilot Lt. Goodman, and in 1986 organized a multi-nation voyage to Africa where the delegation was honored guest of Governments and Heads of State of 12 countries West and Southern African countries.

Wheeler recently organized and developed five solo practice physicians into a "true medical group" incorporating them into a Professional Limited Liability Corporation, now operating a multi million dollar clinic in rural Mississippi.
Dr. Edith Mitchell
Professor of Medicine
Thomas Jefferson University

Dr. Edith Mitchell is clinical professor of medicine and program leader in Gastrointestinal Oncology at Thomas Jefferson University. She received a B.S. in biochemistry "with distinction" from Tennessee State University and her medical degree from the Medical College of Virginia in Richmond. She is a Fellow of the American College of Physicians and member of the American Medical Association, the National Medical Association, Aerospace Medical Association, Association of Military Surgeons, and the Medical Society of Eastern Pennsylvania. Also, she is a member of Eastern Cooperative Oncology Group, Radiation Therapy Oncology Group, National Surgical Adjuvant Breast and Bowel Project, and the Philadelphia Society of Medicine.

In 1973, while attending medical school, Dr. Mitchell entered the Air Force and received a commission through the Health Professions Scholarship Program. She entered active duty after completion of her internship and residency in Internal Medicine at Meharry Medical College and a fellowship in Medical Oncology at Georgetown University.

She has authored and co-authored abstracts on cancer treatment, prevention, and cancer control. As a distinguished researcher, she has received 21 Cancer Research and Principal Investigator Awards, and serves on the National Cancer Institute Review Panel and the Cancer Investigations Review Committee.

Dr. Charnita Zeigler-Johnson
Department of Biostatistics and Epidemiology
University of Pennsylvania

Charnita Zeigler-Johnson, Ph.D. is an Instructor in the Department of Biostatistics and Epidemiology at the University of Pennsylvania. Dr. Zeigler-Johnson received a Ph.D. in Epidemiology from the University of Pittsburgh in 1998 and is currently conducting research in the areas of health disparities and prostate cancer.

While at Penn, Dr. Zeigler-Johnson served as project manager for the Molecular Epidemiology of Prostate Cancer Study. In particular, Dr. Zeigler-Johnson is interested in racial health disparities and has played a major role in increasing the number of African-Americans recruited into the prostate cancer study. Dr. Zeigler-Johnson serves as the Administrative Core Manager for the Center for Population Health and Health Disparities at the University of Pennsylvania and is the course coordinator for a short course on health disparities. In addition, she and her colleagues at Penn have established collaboration with African urologists and researchers in an effort to understand prostate cancer and dietary risk factors in that part of the world.

Dr. Zeigler-Johnson also participates in community outreach efforts, educating patients and lay people about prostate cancer. She has been involved with the 50 Hoops planning committee since 2002.
FABULOUS 50 to SEXY at 60

Ralph & Barbara Alterowitz, Authors – The Lovin’ Ain’t Over

Ralph Alterowitz with his wife Barbara, experts in intimacy, provide an entertaining, informative and positive way for couples to revive their love life. In his 20 years on the road to extensive work in intimacy, Mr. Alterowitz has been a corporate executive, entrepreneur, educator, author and lecturer in health care and business.

Since being treated for prostate cancer in 1995, he has become one of the nation’s leading voices in calling for more support and services for prostate cancer patients and their families. He is the founding vice-chair of the National Prostate Cancer Coalition (NPCC) and affiliated with other prostate cancer organizations. Their second book for couples, Intimacy with Impotence: The Couple’s Guide to Better Sex After Prostate Disease, was released June 2004 by DaCapo Press. Thousands of couples have heard them speak and read their first book, The Lovin’ Ain’t Over.

Ralph and Barbara are AASECT Certified Sex Counselors*. They have been happily married for 23 years, 12 months and 49 days. This is one couple that has successfully combined personal passion, community service, corporate life, and creativity in multi-phase careers.

Fabulous 50 Co-Founders

Ed and Pat Sanders, Co-Founders, 50 Hoops:

FABULOUS 50 TO SEXY AT 60

As co-founder and Vice President of 50 Hoops, Ed Sanders, a former international basketball player, is a prostate cancer survivor. He and his wife, developed the first "South African Hoops Dreams” for President Nelson Mandella, in 1995, the year Ed found that he had cancer. Pat, a former Senior Vice President of three Fortune 500 companies, has been a Chicago and Los Angeles Radio talk show host, former columnist for four Black newspapers and was an international professional speaker and consultant in five countries.

Their company 50 hoops and The National Physician & Family Referral (NPFR) produces tournaments, lecture tours and mini conferences throughout the U.S. which focus upon African American men’s Health issues. Over the past 10 years, the company has developed and produced over 31 events in 28 cities across the country.

50 Hoops, now a Trademarked company, was created when they were 50. Now, ten years later they’ve created another national event "FROM FABULOUS 50 TO SEXY AT 60” The Over 50 Black Man’s Guide to Sexual Health & Sexuality, which premiers in Philadelphia, Saturday, May 20 at the Mt Airy Church of God in Christ. The conference is FREE to the public, FREE workshops, and FREE breakfast and lunch.
Our Purpose

"Fabulous 50 to SEXY at 60" is a tasteful, yet provocative Conference Lecture Series that collaborates with local organizations for community discussions about health issues for over 50 men. The Conference focuses upon other health issues that impact black men over 50, including diabetes, hypertension, cholesterol, cardiovascular, BPH (Benign Prostatic Hyperplasia) and ED (Erectile Dysfunction).

Over 50 Black Man's Guide to Sexual Health & Sexuality Series: is a Conference and Lecture series designed to focus on diseases which affect men over 50, and which can make a difference in their quality of their life and intimacy. The conference looks at Diabetes, Cardiovascular Heart Disease, Hypertension, Cholesterol, Prostate Cancer, BPH and Erectile Dysfunction as diseases that are among the greatest disparity, incidence and mortality that affects African American men over 50. It’s A HOW-TO Guide to Quality of Life and better HEALTH FOR BLACK MEN, and teaches:

- WHY African Americans are at greater risk for these diseases
- HOW to stop that cycle with better health practices and early detection awareness
- HOW to recognize symptoms and the best treatment options for YOUR body
- HOW family history plays a role in how soon you should see your doctor

From FABULOUS 50 to SEXY at 60 offers to a DIVERSE audience of PARTICIPANTS information on treatment options and clinical trials. It also offers local community health advocates a way to IDENTIFY with and EXPAND their networks to reach more African Americans with ongoing health educational programs.

Local African American health advocates, churches with health ministries, and a distinguished medical and community panel discuss ways for to actively get involved in health awareness issues for African American men over 50 and better educate themselves about health options. Recognized doctors, authors survivors and celebrities; explore ways to incorporate community education in an interesting, provocative way. The program offers FREE SCREENING and Health Evaluations.

**DISEASE FACTS**

**Diabetes:** More than 18 million Americans have diabetes and projections show these numbers will continue to grow without public intervention. African Americans account for nearly 40% of these numbers. More than 41 million are in pre-diabetes state. diabetes among African Americans is 30% higher than among white Americans, and Mortality rates are twice as high as whites.

**Cardiovascular Heart Disease:** 100,000 African-Americans die annually from cardiovascular disease (CVD), which includes heart disease, stroke, high blood pressure, congestive heart failure, and other diseases. Available data indicate that the probability of dying from CVD is greater in black Americans than in white Americans and that there is a higher prevalence of smoking, hypertension, diabetes, obesity, and left ventricular hypertrophy (LVH) in blacks. Blacks are also less likely to receive coronary angiography or coronary revascularization, making education more critical. Hypertension and Cholesterol are discussed as facilitators for CVD.

**BPH** (benign prostatic hyperplasia): For men over 50, an increasing and more common prostate problem is prostate enlargement or benign prostatic hyperplasia or BPH. Older men are at risk for prostate cancer as well, but this disease is much less common than BPH. Research shows African American men are 48% more likely not to address this problem in its early stages. But BPH can lead to serious problems, including urinary tract infections. It is important to get information about prevention and maintenance to avoid future health risks.

**Prostate and Advanced Prostate Cancer:** Perhaps the greatest disparity in cancer incidence and mortality in African Americans is prostate cancer. Mortality rates are particularly striking for prostate cancer, which carries a mortality rate for black males, that is more than double that of white males. Rates of this cancer are 60% higher in African-American men than white men and death rates are nearly two-and-a-half times higher. About 30,770 prostate cancer cases and 5,050 deaths in 2005 make this disease the most common cancer and the second leading cause of cancer death in black men. In comparison with Caucasian males, African American men are diagnosed with prostate cancer much later. This difference in diagnosis and mortality is likely due to African American men delaying or avoiding screening and health disparities in access to care.

**ED** (Erectile Dysfunction): Half of all men between 50 and 70 (or 3 million men over 50) are increasingly experiencing ED, and it’s the subject of millions of dollars in television, print and radio advertisement. African American men are hesitant about getting the FACTS about ED. ED and its treatment options are rarely discussed by black men or with the man’s doctor. Understanding that this is part of the aging process, and recognizing that the problem is not fatal is important to quality of life and intimacy.
INTIMACY with IMPOTENCE

Ralph and Barbara Alterowitz
Certified Sexuality Counselors (AASECT)


www.renewintimacy.org
The New P&E Associates
Business & Services Overview

Transcends the boundaries of business and medical research consulting with two unique outreach services:

The Medical Consulting Programs

The Patient Recruitment Outreach to African American, Minority and Specialized Markets. Community & Media Outreach for Medical and Clinical Trials Research surveys for critical diseases

Diversity Awareness Outreach to African American, Minority and Specialized Markets (LINK TO DIVERSITY AWARENESS page)

Health Market Research about attitudes, disease or product knowledge for placement of Clinical Trials, Product Launches, Corporations, Government or Life Sciences Institutions.

The Business Consulting Programs

Relationship Marketing for growing sensitivity and awareness to minority and underserved markets with clinical studies and product introductions.

Business Prospecting and Ethnic Marketing Research for growing company awareness to educational needs of a community for clinical research or product development and marketing in targeted cities.

Business and Economic Development Research for growing or relocating companies. P&E Associates let’s you make use of latest technologies and solutions available for researching for relocating (downsizing) or expanding your business.
Announcing 2 new trials in PH secondary to sickle cell disease

Patients are now enrolling in 2 new trials to study the efficacy, safety, and tolerability of a dual endothelin receptor antagonist (ERA) in pulmonary hypertension (PH) secondary to sickle cell disease (SCD).

Patients are eligible for this trial if they meet the following criteria:
- Males or females ≥12 years of age with a documented history of SCD
- Symptomatic PH associated with shortness of breath
- Suspicion of PH by echo/Doppler (TR jet ≥2.9 m/s) to be confirmed by right heart catheterization
- Six-minute walk test distance of ≥150 m and ≤450 m

Patients are ineligible if they have any of the following:
- Acute liver disease
- Evidence of cirrhosis or portal hypertension on a liver ultrasound or biopsy
- Treatment with an investigational product within 3 months before start of study treatment
- Severe chronic obstructive pulmonary disease (COPD)
- Hb <6 g/dL
- Inability to perform a walk test
- ALT >2 x ULN and/or albumin of <2.8 g/dL

Enroll. Refer. Be an investigator.

To learn more, please contact:
- Medical Information: Marc Spangner, PharmD, 650-624-2624 or 1-866-228-3546

For more information visit www.clinicaltrials.gov.

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Clinical Trials Recruitment
Community and Media Outreach

St. Louis DISEASE-RELATED Picnic:

SCDAA CONVENTION
For your review, here is the disease outreach focus of P&E Associates' in collaboration with 50 Hoops and The National Physician and Family Referral (NPFR) Project for Clinical Trials Patient Recruitment Outreach:

**Outreach Diseases**

**Group I:** Prostate Cancer, BPH, Erectile Dysfunction, Advanced Prostate Cancer, Incontinence and prevention (P&E/NPFR)

**Group II:** Cancers: Breast, Kidney, Colon, Lung (Respiratory), Mantle Cell (P&E/NPFR)

**Group III:** Diabetes, Hypertension, Cholesterol, Arthritis, Heart Disease, Alzheimer's and Dementia (P&E)

**Group IV:** HIV- A.I.D.S., Hepatitis, Obesity and Child Obesity (P&E)

We want to see if there may be a fit for collaboration in order to meet each of our 2006 goals.
FIRST REGIONAL
PULMONARY HYPERTENSION AND SICKLE CELL DISEASE Conference
Luncheon
Sponsored by ACTELION
Host: Dr. Wally Smith, Virginia Commonwealth University Medical Center
September 13, 2006

Speakers

Wally Smith, MD
Born in rural Alabama during the 1950’s, Dr. Wally Smith is no stranger to the indignities suffered by African-Americans. Fortunately, he has used that pain as a catalyst to help others find relief through his independent research of sickle cell anemia. Today, Dr. Smith serves as first permanent chairman of the Division of Quality Health at Virginia Commonwealth University. He is a nationally recognized expert in sickle cell disease. He also directs VCU’s Institutional National Research Service Award (NRSAs) Program for generalist physicians, called the Primary Care Physician Scholars Program, one of about 20 in the nation. Dr. Smith’s latest work in sickle cell disease is the Pain in Sickle Cell Epidemiology Study (PiSCES). Volunteers with sickle cell disease from around the state will participate.

Ralph Paul Fairman, MD
As Emeritus Professor of Medicine at Virginia Commonwealth University, Dr. Ralph Paul Fairman has enjoyed an exceptional medical career that began professionally nearly 30 years ago. Born in Toledo, Ohio, Dr. Fairman graduated from the University of Missouri Medical School in 1972, completed postdoctoral training at VCU and then began teaching. A nationally renowned specialist in pulmonary hypertension, Dr. Fairman has served in various positions as medical director and professor of medicine. Additionally, he has served on more than 20 medical committees and received numerous accolades, including awards for “Faculty Teaching Excellence,” “Distinguished Service,” and “Best Teacher.”

JEFFERSON HOTEL
101 West Franklin
Richmond, VA
The purpose of the luncheon is to collaborate with leading area (and regional) physicians and health professionals about FH in sickle cell disease patients.

Irina M. Kline, MD

For the past 8 years, Dr. Irina M. Kline has been engaged in pharmaceutical research with an emphasis on pulmonary hypertension in sickle cell disease, cardiovascular and cerebrovascular diseases, dialipemia, and movement disorders. She obtained her medical degree in 1990 at Tashkent Medical Institute in Uzbekistan. Trained in cardiology at the Heart and Lung Institute of Uzbekistan, Dr. Kline also obtained her research certification in 2001, followed by additional postgraduate training in Pharmaceutical Medicine at University of Wales.

Larry D. White, CCRC

Larry D. White is a certified clinical research coordinator at Virginia Commonwealth University. He has served in this capacity for six years. Beginning in 1999 as a patient care technician, Mr. White has worked in the emergency room, episodic care and clinical research. Today, he is involved in research, analysis of documents for protocol review. He leads the management of clinical studies, and serves as a vital resource person for participation of various departments in clinical trials.

Pulmonary hypertension risk for adults with sickle cell disease

High blood pressure in the lungs, known as pulmonary hypertension, affects nearly one-third of adults with sickle cell disease, according to a study published in February 28, 2004, edition of the New England Journal of Medicine. Pulmonary hypertension can be deadly, so the researchers state that if identified early in adults with sickle cell, certain therapies could improve survival rates. High blood pressure in the lungs could account for some of the previously unexplained sudden deaths in adults with sickle cell disease.

Because of the complexity of SCD itself, there is a growing need to be alert to and identify symptoms in ER and in SCD “episodes” in order to decrease the mortality rate of Pulmonary Heart Disease and provide further research data on risk factors for Pulmonary Hypertension in Sickle Cell Disease patients.
This was not on our schedule for coordination and surveys. However, we coordinated and developed surveys for the CLIENT exhibit at the convention and found there were a number of opportunities presented at the Convention.

Richmond, VA Luncheon Media Outreach follow-up
Overview

Thanks for the opportunity to submit this information about our minority patient recruitment outreach for use in clinical trial research. We look forward to speaking with you soon about collaboration opportunities.

P&E Associates / NPFPR can greatly impact clinical trials recruitment by outreaching to recruit in minority communities. Our unique expertise lies in our nine years of partnerships and collaborations within the African American health communities. We use this knowledge to help you develop and implement a recruitment outreach strategy. This can include developing strategy, Site Investigator Lead Generation or Patient Recruitment Outreach for ethnically diverse audiences. We develop client agreements around our special capabilities and your recruitment goals.

I. “PORD” Patient Outreach and Research Development

PORD is a term we coined that means Patient Outreach and Research Development (PORD) Consultants. Our goal is to help companies work to form strategies for community recruitment outreach. We help “include” diversity in your recruitment by utilizing our national partnership networks to help you come up with the best plan for your disease outreach objectives.

Our ongoing program surveys show that 63% of intelligent, well-informed African Americans said they think more clinical trials should target them and 32% said they would participate in clinical trials if asked (1). This lack of awareness is seriously off-balanced in relationship to masses of African Americans taking both OTC and prescription drugs which have passed in trials. It’s more alarming to find that most would participate if they knew about them. If Black leaders are not aware, then the under served, who look to them for direction on important community issues, are even further behind— an expansive data potential.

NPFPR has many networks. Through experience we’re able to gauge “politically correct” positions within segments of the African American medical and political communities. In each community there may be from 3 to 12 key people and/or organizations that we can partner with to educate their constituencies and set up recruitment. We design your community outreach, specifically targeted to a clinical trial, and develop programs around the outreach for that disease.

It is erroneous to think that a single strategy will reach all African Americans to make them available for recruitment into clinical trials. However, we feel our collaboration has added value in our knowledge of this market. Our approach reaches both the under served and most importantly the community leaders who may head large constituencies.

As part of PORD we work to implement, involve and include the ethnic communities and influential minority group leaders in this plan for the upcoming clinical trials. In order to outreach to ethnic minorities, targeted education is essential and can increase clinical trial recruitment through planned outreach designed for each community.

It is important to utilize specific strategies to capture attention and commitment of ethnically diverse audiences.

We collaborate initially during a six-month period (i.e., January through May 2006), and by the summer of 2006, can be ready to kick off outreach in a number of cities and for several clinically researched diseases. Our programs are also applicable to different ethnic races as well as different diseases.

It is important to understand that sometimes we need to think outside the box to solve some of our problems. We believe that with our excellent reputation and nation-wide networks, we can help you achieve your goals and improve the number of minorities in clinical trials for diseases that affect them most.

II. Site INVESTIGATOR Lead Generation

We work to help you identify leads to Minority or Independent Medical Investigators in key cities for clinical trial recruitment. The number of sites/investigators is agreed upon in advance. Our goal is to locate qualifying African American and/or Hispanic Medical Investigators, in order to help develop equal distribution of minority clinical participants, similar to the general population of that city or state. Those cities with 10% or more African American population are priority.

P&E Associates will screen key cities for investigators or sites. To eliminate duplication, we will request list of names and sites (only) of sites already within your company’s network of investigators for this disease.

Recommended Cities with highest populations of African Americans (based upon 2000 U.S. Census) and/or bordering states with high population of Hispanics. Identified States having high percentage of both African American and Hispanic Populations in areas.

P&E Associates’ TARGETED Cities within STATES Percentages are for STATES with over 10% African American population.

1. Chicago, IL - 15.1%
2. Atlanta, GA - 28.7%
3. Detroit, MI - 11.2%
4. Washington, D.C. - 60%
5. Miami, FL - 14.6%
6. St. Louis, MO - 11.2%
7. Raleigh/Durham, NC - 21.6%
8. Memphis, TN - 16.4%
9. Jackson, MS - 36.3%
10. Los Angeles, CA/San Diego **
11. Houston, TX **
12. N. Charleston, S.C. - 29.5%
13. Birmingham, AL - 26%
14. Cleveland, OH - 11.5%
15. Philadelphia, PA - 10%

Other States with significant African American population (specific cities undetermined)
16. Maryland - 27.9%
17. Delaware - 19.2%
18. New York - 15.5% (also high Hispanic Population)
19. New Jersey - 13.6%
** Indicates states not with high African Americans, but bordering state for African Population

Our objective will be to secure 3 investigators per city. Cities may change within a State, however, we will attempt to stay within the states targeted.

III. Patient Recruitment Outreach: Goal is to generate 12 - 20 Sites Contracted in Targeted cities for Your company’s Clinical Trials Patient Recruitment for Clinical Trials. Outreach to be developed for 6-12 cities.

Patient Recruitment Outreach may or may not encompass all cities prioritized. Programs already in place will determine this. However, we can begin talks to determine where you are going and how we might assist.

Community and Media Outreach

1. Venues: Neighborhood outreach and focus groups for paid participants.
2. Neighborhood Programs
3. City Transportation:
4. Networks:
5. Ethnic pre-promotion
6. Educational Exhibits:
7. Team of Churches:
8. Public Service:
9. Celebrity Promotion:
10. Celebrity Outreach Projects
11. Media Outreach Program:

FOR CANCER PROGRAMS: 50 Hoops National Cancer Awareness Basketball Tournaments.

13. Ethnic Expo and Conventions

* 14902 Preston Road, #404-744 * Dallas, TX 75254
  • Phone: 972-517-1254 * FAX: 972-517-1254
  Web site: http://www.pe-associates.com
National Outreach:

Every city is different. Each city gets a different combination of outreach programs based upon the level of outreach, and city personality. It's recommended that since we can't do all programs in any one city, that we utilize varying recruitment expertise in each city. For example, we might recruit 6 patients in one city and 100 in another. That's why we anticipate an 18-24 month outreach program in order to cover as many cities/states as possible.

Each disease has its own program and components. We can do outreach for more than one disease at a time. However, we cannot do outreach for two or more diseases (or clinical trials) within the same program.

Program Dependence: Most Ethnic diverse programs depend upon communications advantages and disadvantages. This important information is determined city by city, and base upon (a) site support, (b) ongoing site initiatives related to disease and (c) local health networks available and in place in that city.

NOT ALL CITIES WILL HAVE THE SAME PROGRAMS. We develop a calendar of events to partner or create for that city along with conventions, Expos and national ethnic networking opportunities in order FOR YOU TO SEE WHAT WE SHOULD BE DOING IN EACH CITY.

Our services may include:
- Patient Recruitment outreach ONLY
- Targeted outreach strategy about disease and implementation of recruitment support
- Community leader outreach to recruit within formed partnerships for disease.
- Community and Media Outreach programs to recruit under served.

We have used such tools as focus groups, media features, man on the street interviews, dinner lecture series, academic-based seminars, celebrity spokesperson promotion and others etc.

Outreach Program Summary
Three Clinical Trials Outreach Programs:

OUTREACH FOR NUMBERS P.O.R.D.: We take you where large numbers of minorities gather for conventions and conferences. We outreach for partnership for disease education and clinical trials recruitment.

OUTREACH FOR SITES:...LOOKING FOR SITE INVESTIGATORS? We network you in our target cities and surrounding areas to give you leads resources and resumes of potential Site Investigators.

...ALREADY HAVE SITE INVESTIGATORS? And need some "Pumpin' up?" We work with existing site investigators (see #3) for community and media outreach programs. Sites targeting African Americans and ethnic minorities are our focus, it may be setting and scheduling up a newspaper feature story (which we've generated), radio talk show with African American celebrity or survivor about disease education for the trials, creating an opportunity for a S1 to speak before a church or participate in a fair in order to educate and recruit for trials. We find opportunities for Site to recruit with community over a 6-12 month period of time.

OUTREACH FOR SITE PROMOTION. If you have 1-20 cites with multiple sites and up to 3-12 key sites, you may want to ramp up the enrollment of African Americans or under served (possibly those without insurance or prescription plans) to participate in your clinical trials. We are attuned to this market which is an untapped resource. And, with the proper education and understanding, for which we work with you to provide events and programs, can yield surprising results in many trials related to critical diseases of that culture. **We both develop events for outreach and find local event and media opportunities for Sites to develop ongoing partnerships for recruitment in key cities.** (See OUTREACH FOR SITES #b)

MARKETS: Primary: African American; Secondary: General, Hispanic, Native American

P&E ASSOCIATES

FOR YOUR REVIEW, HERE IS THE DISEASE OUTREACH FOCUS OF P&E ASSOCIATES' AND NFPF FOR CLINICAL TRIALS AND PATIENT RECRUITMENT OUTREACH PROGRAMS FOR INCLUSION OF MINORITIES:

Clinical Trials Outreach Disease Groups

Group I: Prostate Cancer, BPH, Erectile Dysfunction, Advanced Prostate Cancer, Incontinence and prevention trials (P&E/NFPF)

Group II: Cancers, Breast, Kidney, Colon, Lung (Respiratory), Ovarian, Mantle Cell (P&E/NFPF)

Group III: Diabetes, Hypertension, Cholesterol, Cardiovascular, Arthritis, Heart Disease, Obesity, and Child Obesity, Alzheimer's, Dementia, Sickle Cell, Anemia (P&E)

Group IV: HIV, AIDS, Hepatitis, Infectious Disease, Prevention trials (P&E)

We want to see if there may be a fit for your company and help you meet your 2007 goals for Clinical Trials Outreach.

* 14902 Preston Road, 6404-744  * Dallas, TX 75254
  * Phone: 972-517-1254  * FAX: 972-517-1264
  * Web site: http://www.pe-associates.com

4
Partnered Health Fairs

Philadelphia Juneteenth Celebration
Celebrating the 141st Anniversary of Juneteenth (1865-2006)
Cordially request the honor of your presence
At this Father's Day tribute to honor our ancestors
And our accomplishments as a people
When: SUNDAY, June 18, 2006
What: JUNETEENTH NATIONAL FREEDOM FESTIVAL

Historic African-American Parade Kickoff: 10:00 AM
At The All Wars Memorial, 20th & Benjamin Franklin Parkway
Buffalo Soldiers, Black Cowboys, the 3rd Regiment,
Drill teams, Shriners, Civic and Community groups
African-American – African – West Indies Cultural Groups

Commemorative Ceremony: 12 NOON @ THE LINCOLN MEMORIAL
KELLY DRIVE AND SEDGELEY DRIVE
Juneteenth Jubilee: 1-7 PM @ LEMON HILL IN BEAUTIFUL FAIRMOUNT PARK
A fun-filled day of activities featuring music, dance,
Spoken word, visual arts, crafts, games, food and more!

Come out and enjoy this fun filled day. Bring your friends
And your family to this wonderful celebration
This event is free to the public.

Call PJ at 215-222-8882 to register to be in parade
Or email Parade Participation Form to
PhilaJuneteenth@yahoo.com
The Pennsylvania Juneteenth Coalition in PHILA.
For more information visit our website
www.PennsylvaniaJuneteenth.com

What Sickle Cell Patients Need to Know About PHI
By Veronica Mackey

A St. Louis doctor is on a mission to identify and treat a little known but potentially deadly medical condition that affects about 100,000 people a year. Pulmonary hypertension or PHI is high blood pressure of the lungs (not related to “systemic” hypertension measured with a cuff on the arm). It occurs when the flow of blood to the lungs becomes blocked.

PHI develops in one-third of adults with sickle cell disease (SCD), a blood disorder that primarily affects African Americans. Most sickle cell patients with undetected PHI end up dying because the arteries supplying their lungs thicken so much they can’t carry much blood. The abnormally shaped blood cells (hence “sickle cell”) further compromise the body’s ability to supply adequate amounts of oxygen. Things are made worse when blood vessels leading to the lungs are restricted, and the flow of blood is blocked.

PHI doesn’t always occur in sickle cell patients, though. It can also show up in patients with lupus, rosacea, scleroderma, and as heart conditions, emphysema and sleep apnea.

Dr. William Ortega, Assistant Professor of Internal Medicine at St. Louis University School of Medicine, said the nature of PHI makes it difficult to distinguish from other medical conditions, and some patients have been accidently diagnosed.

“We saw a patient who was in a car accident, and she began to pass out—that’s how we found out she had PHI,” Dr. Ortega said. Some of the symptoms include “chest pain, fainting, and just getting tired after regular daily activities.”

Because these symptoms could accompany any number of medical conditions, they often go overlooked. Dr. Ortega urges everyone with sickle cell to get tested even if they don’t have the classic PHI symptoms. If your doctor suspects that you may have PHI, an echocardiography or right heart catheterization test may be ordered to rule out other possible reasons for your symptoms.

Advancements toward the treatment of PHI have created options that did not exist eleven years ago. “For the longest time we only had one medicine proven to be effective. We have more options now that attack pathological pathways,” Ortega said.

Dr. Ortega is testing the safety and effectiveness of a new drug already approved by the FDA. Saint Louis University School of Medicine is one of several sites nationwide evaluating patients at risk for PHI. If you think you may be at risk, call Dr. Ortega at (314) 577-8856 or toll-free 866-SLU-WELL. For general information trials see www.PJ-associates.com.
ACTELION- June Community Outreach Report
July 5, 2006
From: Pat Sanders, Senior Consultant
Ratings of Events are designated as: Poor, Fair, Good, Excellent and Outstanding

Chris,

June got off to a fast start, with not a lot of time for in-depth research on cities and Ethnic events. The ongoing communications between P&E Associates and the sites has proven fruitful for both sides, with so much to do in a short period of time.

Photos are attached for all events except D.C.

June: OUTREACH FOR NUMBERS

City/Event: Washington, D.C./ Juneteenth Celebration
Reached: Under 50
Tools: Flyers; Banners
Distribution: Public venue: Church
Comments: Richmond, VA Site Investigator Larry White attended. Very disorganized event.
Rating: Poor – Fair.
Site Investigator Report: Larry was disappointed with turn-out and location of exhibit in relation to other health related booths. He said, however, he made important contacts with national organizer who is also a physician. Very interested in speaking at the Richmond Site Luncheon in September. See July-September Projects Report

City/Event: Detroit, MI/ Juneteenth Celebration
Reached: 8,000 African Americans at Celebration.
Tools: Flyers; Banners
Distribution: Public.
Comments: Site Investigator Mary Elsa D’Souza attended, and I understand she had a good report.
Rating: Outstanding
Consultant Report: Event was well organized, well attended and exciting. Quite a number of crowd spurs, where consultant had opportunity to hand out flyers and give brief narrative summation of information to small groups and individuals. Booth was in the Museum in the main rotunda with a beautiful mosaic floor design. Organizers have other events coming up. Consultant gave left over flyers to organizers for distribution.

City/Event: Los Angeles, CA/ Real Men Cook
Reached: 15,000
Tools: Flyers; Banners
Distribution: Public, celebrities, able to make several announcements.
Rating: Outstanding
Consultant Report: Event went extremely well. Was well organized and up beat. Celebrities in attendance included Howard Hewitt (famous R&B singer) and James Avery (Uncle Phil of “The Fresh Prince of Bel Air”). Consultant handed out flyers to those in health-related fields, including the owner of a company that provides cardiovascular therapy and representatives from Blue Cross Health Net, and a few alternative medicine practitioners. She took an official survey which revealed about 10 people who either had the sickle cell trait or had a relative with the trait.
City/Event: **Philadelphia: Juneteenth Celebration**
Reached Audience: 5,000 African Americans total at Celebration. About 300 at this location due to poor organization of crowd flow.
Tools: Flyers; Banners
Distribution: Public, Health Fair. Organizers announced information on flyers from stage.
Rating: *Fair*
Comments: The event was not well organized for exhibitors, though attendance was high throughout celebration. Consultant was able to give out most of the flyers, but because event was held out of doors, with many other activities competing for attention of participants, could only distribute flyer and make announcements.
Consultant Report: Organizers made regular announcements on stage about ACTELION and the ASSET study, using the flyer.

City/Event: **Baltimore, MD/ National Baptist Congress**
Reached: ?! (about 50,000 in attendance)
Tools: Flyers; Banners
Distribution: Public
Comments: Mixed reviews based upon both participation and future influence of health fair. Rating: Site Investigator for 1st 2 days: *Poor*
P&E Consultants 3rd and 4th day and 2007 involvement: *Good--Excellent*
Consultant/Site Investigator Report: NIH Site Investigator Lori Hunter attended, along with several associates. First day was extremely slow. Second day, reported most people tied up in meetings and workshops. Lori was disappointed in location of health exhibits, and fact that she collected about 15 names on a clip board which was taken from the exhibit.

Ed and Pat Sanders attended 3rd day. On the heaviest day, there were about 50,000 participants throughout the venue. The health exhibit area was poorly placed and the Sanders made comments. Handed out flyers at escalators and in hallways to participants. Had series of meetings with Congress organizers. There is tremendous potential at this event. Outlined an official health fair for 2007 in St. Louis in the meetings.
ST. LOUIS

City/Event: St. Louis Missouri Black Expo (2-day event)
Tools: Face-to-face Surveys, Patient Information Flyers distributed, Banners
Distribution: Public venue /Convention Center
Rating: Outstanding
Consultant Report: Annual event was traditionally well organized and very popular in community. Over 70,000 people were in attendance. CLIENT had a stationary base which allowed us to use the CLIENT banner. Exhibit was well positioned within the Health Pavilion. Got nearly 200 surveys in the 2 days of the event. We sent report and database to St. Louis site to utilize this information for 2007.

PHILADELPHIA

City/Event: Philadelphia: Unity Day Celebration (1-day event)
Tools: Face-to-face Surveys taken, Patient Information Flyers distributed
Distribution: Public venue and grounds
Rating: Excellent
Consultant Report: Event was well organized. Over 1.2 million attended, CLIENT surveys and flyers were distributed. Consultant and 1 laborer went through grounds. Unfortunately, consultant had 2 laborers who did not show up. They did 250 surveys and 51 respondents (including those who took flyer, but did not know anyone with SCD). Consultant developed a separate "NO" sheet which is not reflected. We will send report and database to Philadelphia site investigators and work to develop ways to utilize this information for 2007.

ASSET Ad in MBE Magazine, August 2006
AUGUST 2006 OUTREACH FOR NUMBERS

DETROIT
City/Event: Detroit- AFRICAN WORLD FESTIVAL (3-day event)
Tools: Face-to-face Surveys, Patient Information Flyers distributed, Banners
Distribution: Public venue and grounds
Rating: Outstanding
Consultant Report: Everything went smoothly. Nearly 800,000 people were in attendance. CLIENT had a stationary base (consultant arranged a community booth) which allowed us to use the CLIENT banner. Was well positioned next to American Red Cross. Got nearly 400 surveys, including focus groups in the 3 days.

[Event images of people gathering and activities]

[Event flyer with details about ROAD to Health and Camino a la Salud]
TO WHOM IT MAY CONCERN:

Radio One Background
Radio One is the largest African American-run media company in the U.S., and the largest serving the needs of the African American community across the country. We own and operate 70 radio stations nationwide, with more than 40 of them serving the 14 top African American radio markets. Our stations offer a variety of music formats (R&B, hip-hop, and gospel), as well as news and talk shows. Radio One also provides programming to XM Satellite Radio and has a 51% stake in Reach Media (Tom Joyner Morning Show). In addition to radio, the company owns more than 35% of TV One, a cable television venture with Comcast.

Our Partnership Goals
Radio One is interested in establishing an affiliate relationship with 50 Hoops National Cancer Basketball Tournaments for 10-20 cities per year, over the next three years. This affiliation would be part of a broader plan by the company to further develop our stations' national health outreach to our audience. 50 Hoops is the only Prostate Cancer education Basketball Tournament in the country. 50 Hoops is trademarked for better future national identification and recognition.

BENEFITS
I have had in-depth discussions with 50 Hoops, and we share a mutual goal of health education for African Americans and to those who face disparities in health care. We feel that this can be accomplished through an alliance. With Radio One as a partner, 50 Hoops can bring prostate cancer and other cancer awareness to a new level in this country at a time when cancer and other diseases are increasing among African Americans. For Radio One, this annual 10-20-city event can directly enhance the station's obligation to our community's young and older adults' health and quality of life.

We have spoken at length with the 50 Hoops management, and our discussions include looking at:

- Tie in with the Tom Joyner's Show's health outreach program entitled, "Take a Loved One to the Doctor" campaign, which we believe would tie in appropriately with 50 Hoops Tournaments. 50 Hoops would offer a platform for health-focused speakers and health screenings, in support with other community centers working with this program. "NOTE: Tom Joyner is an African American radio host. His daily program, The Tom Joyner Morning Show, is syndicated across the United States and heard by over eight million radio listeners.

- 50 Hoops brings an actual "Health EVENT" element to our current health campaigns by utilizing the popular sport of amateur basketball. The organization works with alumni and 50+ leagues around the country.

- The Health Fair concept, in which actual health screenings are conducted and promoted as part of the Tournament and ultimately, "Take a Loved one to the Doctor."

- Celebrities and speakers (Sports, Music, Entertainment, and Film artist have all been affected by prostate as well as other cancers). Radio One would support special appearances by artists and celebrities.

- Door Prizes from national brands entice the event from candy to cars; we think each city has potential for sponsors who will support this health event.

- The over 50 crowd is a growing audience segment in our market, and Radio One is keeping pace with the times as reflected in our properties (see attached).

The affiliation between Radio One and 50 Hoops National Prostate Cancer Basketball Tournaments and Health Fairs can draw attention to the disease of prostate cancer and develop ON SITE awareness of other cancers (colon, breast, lung) and diseases which critically affect African Americans.

Many details need to be worked out, including city-by-city sponsorship by Radio One. However, should your company decide to underwrite 50 Hoops for their portion of this venture, we will assist as best we can in helping to develop this outreach to our millions of listeners we have around the country.

Sincerely,

Mario Christino
VP, Corporate Sales & Research

Radio One, Inc.
5900 Princess Garden Pkwy., Lanham, MD 20706

Atlanta Augusta Baltimore Boston Charlotte Cincinnati Cleveland Columbus Dallas Dayton Detroit Houston Indianapolis Los Angeles Louisville Miami Minneapolis Philadelphia Raleigh-Durham Richmond St. Louis Washington, DC
Coalitions, Networks and Partnerships

As we move into our 10th Anniversary, we are proud to say that 50 Hoops has benefited many communities and saved hundreds of lives directly and indirectly.

Over the years, we have developed partnerships, networks and coalitions, which in 2008 – 2010 will expand into nation-wide coalitions for education and benefit of prostate cancer research. Here are a few comments about 50 Hoops — AFTER we’ve left the community:

Detroit Prostate Coalition

The Detroit Prostate Cancer Coalition was established after a successful collaboration with 50 Hoops, National Physician & Family Referral, AARP and the American Cancer Society Prostate Cancer 101 lecture series. This effort to educate African American men in the Metro Detroit area about prostate cancer early detection, prevention and treatment has been a wonderful success. (Each participant completed a pre and post test to measure the effectiveness of the messaging.)

The coalition is made up of prostate cancer survivors and representatives of several health related organizations who have an interest in the issue of prostate cancer such as the Michigan Department of Community Health, National Cancer Institute Community Information Service, and caregivers. The coalition has been meeting since 2006 and continues to meet with the support of the American Cancer Society. The medical advisor is Dr. Willie Underwood of the Karmanos Cancer Institute and professor of Urology at Wayne State University. As long time survivors the group has developed some unique needs and has questions about their current and future health status. Having a medical advisor has been helpful in addressing some of their deepest concerns about recurrence and quality of life issues.

The program’s call to action was to have those who were interested in the issue of prostate cancer come attend educational events and increased awareness.

The coalitions first task was to develop a mission statement and then to work to that end.

Mission Statement

“The mission of the Detroit Prostate Cancer Coalition is to promote education within the metro Detroit communities about the prevalence of prostate cancer in men and to encourage annual screening, as well as save lives.”

Then the coalition discovered a DVD that the American Urological Association developed called “Prostate Health, A Guide for African American Men,” featuring Billy Davis, Jr. and Marilyn McCoo. This is a comprehensive guide that reviews all aspects of prostate diseases. It is easy to understand and gives personal stories of men that talk candidly about their experience with prostate disease. They shared this DVD with groups that they are already associated with, and critiqued the messaging with those groups.

Coalition members also developed church bulletin announcements to discuss the need for men to see their doctor and ask them about prostate cancer screening. They are planning to be trained to talk about prostate cancer with both small and large groups on 2008.

In November 2007, the coalition will host a Men’s Health Forum that will address the continuum of good health and how men can better achieve it. The forum will feature Andrea Collier, the author of “A Woman Guide to a Black Man’s Health.”

The group will continue to meet and grow to support the need for African American men in the Detroit area to talk about prostate cancer, and continue to dispel the myths that surround this disease.

The American Cancer Society is committed to addressing the issue of health disparities through research, education, advocacy and service.

Voncile Brown-Miller
Director of Disparity Programs
American Cancer Society, Great Lakes Division
Metro Detroit Service Center

Dallas Prostate Cancer Partners Network

67 men have been screened by 50 Hoops and the Methodist PSAP Program. Any abnormal (high) PSA results are called the next day and we follow up until we achieve a diagnosis. Over the past 3 years we have had 802 men with high PSA values, I have been able to reach 800 of the 802 and have achieved a diagnosis on 737 of the 802.

If I cannot reach them by phone, I will go there home, I continue to call or visit until I achieve a diagnosis. Advertisement done by 50 Hoops on the radio have bought many of the men that have been screened, and those who came to watch the games only and maybe learn more about prostate and prostate care has been very good. The effort put forth by 50 Hoops to reach the men in our community has been great, I feel as though the men who come are more at ease being around men and are able to be more open with questions about prostate issues. Methodist Prostate Screening Program looks forward to continual work with 50 Hoops for as long as they and our program are in existence.

Thank you
Timothy R. Upshaw
Manager of the Prostate Screening & Awareness Program
Methodist Hospital of Dallas
St. Louis Prostate Cancer Partners and Network

It was good to talk with you yesterday. It was very timely, since, a few weeks ago, we held our annual PSA screening event at the Missouri Black Expo. This is a collaborative activity that brings together the 100 Black Men of St. Louis, the Missouri Black Expo, and the Siteman Cancer Center, as well as a host of other partners, including the St. Louis Men’s Group Against Cancer and Bayer, to put on a Prostate Cancer Awareness and Survivors Walk and screening, which ends at the Missouri Black Expo, where men receive PSA screening at no charge to them.

This collaboration was seeded by 50 Hoops back in 2003. The first couple of years of this collaboration, 50 Hoops brought the partners together. The first year included a basketball tournament, but as the collaboration matured, 50 Hoops was able to play a less active role.

Over the past five years, we have screened more than 1,000 men cumulatively at this event, most of them African American men. Approximately 7.5-8% of men each year have elevated PSA levels (we use a lower level than conventionally considered above normal because of the heightened risk for African American men). These men receive a phone call (within one week) from one of our physicians or nurses specializing in prostate cancer, and they are either followed at Siteman or by their own physician, depending on their preference. We have treated men who were under- or uninsured through one of the state or Siteman funds available to these patients. All men with PSAs within normal levels are notified of their results by postcard.

Brian C. Springer, MHA
Executive Director
Research and Business Administration
Alvin J. Siteman Cancer Center
Fabulous 50 to SEXY at 60
Health Conference for African American men and their partners
Diabetes, Hypertension, Cardiovascular, Cholesterol, Prostate/Advanced Prostate Cancer, Enlarged Prostate, Erectile Dysfunction, Colon Cancer

* The New 2007 FABULOUS 50 TO SEXY AT 60 Health Conference and BONUS will reach more than 15 million African Americans with a powerful message for African American men, and a BIG BENEFITS for Sponsors.

* Here are several ways you can make sure you reach this special market at the lowest cost possible.

* The benefit layers are endless—reaching women, African American women, who are targeted to bring their MEN to the conference, and both can get free screening and product information about treatments for diseases critically affecting African Americans.

* A conference for African American couples (over 40) and their families.

* Leading African American Cardiologists, Urologists, Internists, and Health Advocates in each conference city.

Picture all the participants and all the ways this audience will benefit from your product education, treatment options or clinical trials information, about Diabetes, Hypertension, Prostate and Advanced Prostate Cancer, BPH (enlarged prostate), Cardiovascular disease, Colon Cancer or Cholesterol.

* We've had five very successful Health Conferences targeted to African American men and their partners. In 2007, Fabulous 50 to SEXY at 60 will reach millions of African Americans face-to-face about diseases and treatment options.

* For National Sponsors, The NEW BONUS: OUTREACH FOR NUMBERS reaches hundreds of thousands. We collect data on African American attitudes about diseases, opinions or knowledge about your products and clinical trials, so you can get "real-time" relationship marketing research information.

* See our sponsor benefits attached, and I'll call you in a week to schedule a 5-7 minute telephone conference, answer any questions and see if we can be included in your 2007 marketing strategy and BUDGET plans.
The 3rd Annual Virginia Black Expo

A Cultural & Commerce Exposition

Hampton Roads Convention Center
1610 Coliseum Drive
Hampton, VA 23666
August 23 - 25, 2007
www.StateFarm.com
www.Americas400thAnniversary.com

In 2006 State Farm &
Black Expo presented scholarships to
the following Colleges and Universities:
Christopher Newport University
Elizabeth City State University
Hampton University • Norfolk State University
St. Paul’s College • Virginia State University
Virginia Commonwealth University
Virginia Union University

Black Expo Includes:
- Sponsors Kick-Off Reception
- Vending
- Seminars & Workshops
- Jr. Entrepreneurial Area
- Health Fair
- Food
- Networking Opportunities
- Celebrity Guests
- Employment Opportunities

Bring your family to the 3rd Annual Virginia Black Expo and the African-American Family Reunion.
Showcase your products & services to the fastest growing consumer market. This is an event you do not want to miss!

WWW.BLACKPAGESUSA.COM
800-419-2417 • 757-399-4153
GOT GAME?
GET YOUR “A” TEAM AND BRING IT ON!
THREE-ON-THREE BASKETBALL

J.C. PHELPS RECREATION CENTER
3030 Tips, Dallas, TX 75216

10 A.M. – 3 P.M.,
SATURDAY – JULY 21, 2007

MEN AGES 30-49 / 50-70
“Sons” (with male relative playing in above category) ages 21-29

&
WOMEN’S COMPETITION

Sponsored by:

* Join 94.5 K Soul  * Win Prizes  * Free Screening
Call HOTLINE: 1-800-677-8429 or visit www.50hoops.org
According to a recent report released by the U.S. Census Bureau, America’s minority population today has grown to 100 million, rapidly increasing from 98 million last year.

This means that for the first time, one-third of the people living in the U.S. belong to a minority group.

“To put this into perspective, there are more minorities in this country today than there were people in the United States in 1910,” Census Bureau Director Louis Kincannon said. In 1910, the total population for the U.S. was 92 million.

Of the 300 million people living in the U.S., nearly 200 million are Whites; 40 million are Blacks and 44 million are Hispanics, the largest minority group. Asians account for 14 million and Native Hawaiian and other Pacific Islanders make up 1 million. American Indian and Alaska Natives comprise 4 million of the population.

Hispanics are the fastest-growing segment, accounting for half of the nation’s population growth, according to the report.

“The growth is driven primarily by immigration and birth rates among recent immigrants,” Douglas Johnson, president of the National Demographics Corporation, told Jet.

“The more recent immigrants have significantly higher birth rates than natives or longer-ago immigrants. That’s the main factor.”

The Census Bureau reports there are four states and the District of Columbia that are heavily populated with minorities. Hawaii ranks No. 1 and is 75 percent minority; D.C. is second with a 68 percent minority population; New Mexico and California tie with a 57 percent minority populace, and Texas has 52 percent.

-Dana Slagle

Black Population In America

- Population: Blacks make up the second-largest minority group in the United States. The Black population increased by 1.3 percent, or 522,000, between 2005 and 2006.
- Location: The majority of Blacks live in New York. In 2006, it had the largest Black population (3.5 million), followed by Florida (3 million), Texas (2.9 million) and Georgia (2.8 million).
- Age: While the average age of White Americans is 40.1, the Black population in 2006 was younger, with a median age of 30.1, compared with the population as a whole at 36.4. About 31 percent of the Black population was younger than 18, compared with 25 percent of the total population.

Source: www.census.gov
Business Prospecting and Ethnic Market Research Consulting

We believe that with vast cutbacks and reorganization in marketing departments, or disbursement of key sales expertise to other areas of the company, a Client utilizing professional Consultants to provide CRITICAL, REAL-TIME DATA directly from minority communities is essential to survival. It saves in overhead, office expenses, employee benefits and other employee perks and brings quality leads to you at low costs. (LINK GOES TO 2007, 2008 CALENDAR)

Consultants work with Client’s to develop local programs and events specific to the diverse audiences to be reached.

Consultants also can generate quality community leader leads (for City campaigns). And, by surveying National Hospital (and community health) Executives and decision-makers: CEO, CFO and COO, etc. to determine if they can benefit from added revenue by utilizing products or other Services. We document those who qualify for follow-up, and gage their interest in your company calling them BACK to provide more information on or to set up a conference call.

Business Prospecting

Understanding that this highest level of contact takes several calls to reach decision-maker, P&E Associates delivers leads to clients on a weekly basis or within 36 hours of receipt of lead.

A minimum of two- three Consultants will be assigned to your project, each working with TARGETED Cities and contact information provided from Client or developed by our company.

P&E Associates provides “Quality Business Prospecting Leads” This means we give you a decision-maker or key representative of decision-maker who can schedule conference call (with deciding individual, group or committee), and one who verbally agrees to speak with your company’s Representative on call-back in order to do so.

A customized presentation will be given to companies interested in expanding their clinical trials patient education and recruitment program

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2 What are the symptoms experienced if you have Prostate Cancer?

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3 Yearly Prostate Cancer exams are only recommended for men whose fathers died from Prostate Cancer

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4 African American men have one of the highest rates of Prostate Cancer in the world

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6 Men who eat less animal fat in their diet can lower their risk for Prostate Cancer

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Fabulous 50 to SEXY at 60
Health Conference for African American men and their partners

Diabetes, Hypertension, Cardiovascular, Cholesterol, Prostate/Advanced Prostate Cancer, Enlarged Prostate, Erectile Dysfunction, Colon Cancer

Lilly Tenser, CSCRF, discussing clinical trials

Discussions on Diabetes, foot care, Treatment Options and Symptoms from Nurses, and Dr. Lillian Williams, podiatrist, (3rd from left).

Joining the Mayor of Savannah, who survived a heart attack are Health Advocates Cleveland Latimore; Dr. Alfred Gorman, African American Cardiologist, and stroke survivor Jesse Johnson.

Outreach for Numbers

Partnerships with Real Men Cook, African World Festivals, National Faith-Based and ethnic health Conventions reach thousands face-to-face.
Fabulous 50 to SEXY at 60
Health Conference for African American men and their partners
Diabetes, Hypertension, Cardiovascular, Cholesterol, Prostate/Advanced Prostate Cancer, Enlarged Prostate, Erectile Dysfunction, Colon Cancer

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50
HOOPS™
1998-2008
NATIONAL PROSTATE CANCER AWARENESS TOURNAMENTS AND HEALTH FAIRS
10th Anniversary
EVOLUTION
1998–2002: began developing games & strategy

GAMES Event educational components:

Games are 3-on-3 half court, 8 minute quarters, 15 minutes half times. Leagues are Men 20 – 29, 30 – 49 and 50 +, Women 21 + and Minister's Shoot Out.

50 Hoops HARDWOOD Workshops (See Agenda attached): On-the-floor physicians, survivors and health care facilitators for quarter and half time prostate cancer and cancer education. **NOTE: Pre-event and Post-event Surveys will be conducted at 50 Hoops.**

50 Hoops Health Fair: During basketball quarters, and half times, health screening exhibitors talk about their screening, why, how to urge the audience to the screening area. In screening area are other educational materials about prostate, colon, breast cancer, hypertension, diabetes and other disease.

Gifts and Prizes: Product sponsors nation-wide contribute gifts and prizes to the games. Proceeds from tickets go to local prostate cancer educational programs.
50 Hoops Partners with Radio-One's KSOUL Dallas is one of 27 Cities to Promote Prostate Health

The 50 Hoops National Prostate Awareness Basketball Tournaments & Health Fairs has announced a major partnership geared toward reducing rates of prostate cancer. The Dallas-based nonprofit will take its health awareness message around the U.S. via airwaves on Radio One, Inc., which includes 27 affiliate stations-reaching a predominately African American audience.

Premiering in Dallas, the first tournament is set for July 21 at J.C. Phelps Recreation Center, 3030 Tips, from 10-3 p.m. Players from three team divisions will compete in the tournament-men ages 30-70; men ages 21-29; and women of all ages. The health fair will feature free prostate screenings (PSA blood tests), colon and breast cancer education, an awards program and remarks by prostate cancer survivors.

The three-year 50 Hoops-Radio One campaign will cover approximately 7-10 cities each year, promoted either as stand-alone tournaments, or as featured segments of other health conferences, such as the National Baptist Convention in St. Louis.

"African American men have the highest risks of prostate cancer. Radio One is the largest radio broadcasting company in the U.S., primarily targeted toward African-American and urban listeners. By partnering with 50 Hoops, we can raise awareness within the Dallas-Ft. Worth metropolis," said Tracy Rich, Promotions & Marketing Director for 97.9 "The Beat," and 94.5 "K'Soul." KSOUL 94.5 radio will visit 50 Hoops, bringing prizes and giveaways. Additionally, the station will promote the tournament online, through live radio interviews and PSAs.

Methodist Hospitals of Dallas will provide the screenings. Known for his aggressive approach to outreach, Tim Upshaw, Methodist's Manager of Prostate Screening and Awareness, is looking to break previous screening records at the July 21 tournament.

"Methodist Hospitals is looking forward to working again with 50 Hoops. This will be our 5th year as partners, and I believe it will be the biggest one yet. We expect to screen 2,500 men by the first of July. Every man screened by July will be invited to attend 50 Hoops and participate in the "Heroes, Heroines and Superstars" segment. It is the testimonial portion where prostate cancer survivors and those screened by Methodist encourage other men to get tested. In 2005, approximately 1750 men in Dallas were expected to die of prostate cancer. "As a prostate cancer survivor, I know firsthand the importance of education and screening," said Ed Sander, co-founder of 50 Hoops. We appreciate all the sponsors and partners for making it possible for other men to get early detection, which greatly increases their chances of survival. We want to encourage every man in Dallas over the age of 40 to come to 50 Hoops, expecting to have questions answered, get a free screening, and enjoy our exciting games."

Since 1995, 50 Hoops has helped men nationwide gain access to free screenings and information about prostate-related illness-men who might otherwise go untreated. Through its celebrated sports program, men (and women) have a platform to approach the very personal issue of prostate health in a fun atmosphere. The nonprofit has held tournaments in several major cities, including Dallas, Houston, Miami, Philadelphia, Detroit, Atlanta, Chicago and Washington D.C.

Daryl Quarles, Manager of J.C. Phelps Recreation Center, said bringing 50 Hoops to South Dallas was important because of the huge need for awareness: "We're trying to raise awareness in the Oak Cliff area. This is a good opportunity to reach out to this community, as well as the churches, not only for the prostate screenings, but to get our men to look at other health issues as well."

The Center offers a variety of community services, including a free afterschool program, PSAT prep classes, financial literacy classes and a fitness center. Teams are forming now for the 50 Hoops tournament. To register, call (800) 677-8429 before July 7. 50 Hoops Dallas is sponsored by TAP Pharmaceutical, American Cancer Society, Us TOO, and Martin Luther King Hospital.
WHEREAS, 50 Hoops National Prostate Awareness Basketball Tournaments and Health Fairs is a highly celebrated event which was born in Dallas seven years ago, and now has participation in three national expos in seven additional cities; and

WHEREAS, 50 Hoops National Prostate Awareness Basketball Tournaments and Health Fairs is ever conscious of statistics indicating that minorities have a greater incidence of prostate cancer than any group and also have greater resistance to being screened for prostate cancer; and

WHEREAS, 50 Hoops Tournament strives to raise awareness about the significance of prostate cancer to Dallas residents through a spirited athletic tournament, free prostate cancer screenings, prostate cancer awareness conferences and workshops and lectures for community leaders; and

WHEREAS, in 2007, 50 Hoops Tournament has benefited from its association with partners including the American Cancer Society, Methodist Hospital of Dallas, the VA Hospital, the University of Texas Southwestern Medical Center, and the Martin Luther King Medical Center, as well as sponsors such as TAP Pharmaceutical, VANTAS/Indevus, and Radio-ONE has affiliated with the 50 Hoops Organization throughout all of its 27 markets in the United States; and

WHEREAS, it is appropriate to recognize the 50 Hoops National Prostate Awareness Basketball Tournaments and Health Fairs for contributing to the great spirit of giving and community service in the city of Dallas, and for its commitment to promoting research and awareness for those affected by prostate cancer.

NOW, THEREFORE, I, LAURA MILLER, mayor of the city of Dallas, and on behalf of the Dallas City Council, do hereby extend special recognition to

50 HOOPS NATIONAL PROSTATE AWARENESS BASKETBALL TOURNAMENTS AND HEALTH FAIRS

for its invaluable contributions to the city of Dallas, Texas and promoting healthy living and medical care in our community.

[Signature]
Bringing Better Understanding of Your Company and Products

P&E Associates is a multidimensional consulting company which creates and customizes unique and distinct types of medical research, pharmaceutical, and business development programs. We develop prototypes and predictive models for clinical trials education and outreach to diversity audiences. We also research Business and Clinical opportunities in previously unexplored areas.

P&E Associates

I. Who we are:
Minority Clinical Trials
Education & Recruitment Outreach

II. What we do:
Community, Media & Physician Outreach

III. Why we do it:
Awareness in African American, Black and under served communities

IV. How do we do it:
Strategy and Methodology

In Partnership with
National Physician and Family Referral Project

NPFR is a division of 50 Hoops National Cancer Tournaments. NPFR goes beyond prostate cancer to education of African Americans about Cancer and other diseases. We also:

- Conduct clinical trials education programs for African Americans and Black recruitment.
- Create strategy for penetrating and mobilizing targeted recruitment.
- Develop recruitment events for client to help recruit.
- Keep African Americans informed about medical trials, recruitment, products and treatment options for various diseases.
II. What we do:
Community, Media & Physician Outreach

Targeted Outreach

- Hard-to-reach audiences
- Individuals with limited reading skills
- Underserved communities
- Partnerships with national and community-based organizations
- African American media and marketing strategy
- Event Development
IV. How do we do it: Strategy and Methodology

C. Patient Recruitment Outreach

* Surveys
* Community Outreach
* Programs

Each city is different. Each city requires a different approach to reaching diverse audiences. Whether through networks, faith-based groups, political or business/professional organizations, we can reach this population.
50 Hoops National Prostate Cancer Basketball Tournaments & Health Fairs

Community Partnership (2)

Advisory Team (3)

Media Partners
National Radio Affiliate for 50 Hoops for PROMOTIONS

Media Partners
Local Business Partners for 50 Hoops (4)

(Radio and Community Outreach Campaign)

HARDWOOD WORKSHOPS
Prostate Cancer Education

50 Hoops Basketball Tournament and Health Fairs-VENUE
(Seating for 500 – 3500)* Exhibitors, On-site Media and radio broadcasts, interviews with

COMMUNITY HEALTH FAIR & Screenings

Restructuring 50 Hoops ™
Progress Raw statistical results from our proven approach

- 73% of Doctors (Urologists) who were surveyed have African American Prostate Cancer Patients
- 60% of Family/Survivor Contacts were obtained through event campaigns
- 30% of All surveyed had other diseases in family including
  - Breast Cancer
  - Hypertension
  - Heart Disease
  - Cardiovascular Disease
  - Cholesterol (above normal)
  - Asthma
  - Obesity
  - Alcoholism
  - Or - Multiple of above

** 1,683 African Americans Surveyed**
2008 Community Research Component:

Surveys taken at 50 Hoops will be analyzed. Pre-test knowledge of the disease and Post-test knowledge (after hearing speakers) will be given. Also other surveys by partners may be taken to gauge knowledge, attitude and need/ desire for future prostate cancer and cancer education. This educational component is for the organizers to aid in future event development and validate need and requested direction of health education for the “Community Research component.” All requests for information will be acted upon with support networks.

Prostate Cancer Awareness Surveys of knowledge and understanding of prostate cancer, and general health awareness. The pre-test and post-test completed by participants upon entering. All answers to Survey questions are programmed into the speakers’ agenda for the Hardwood Workshops.

This is shared with Community PARTNERS and SPONSORS for post-event follow-up.

Evaluation Component: Determines the BENEFITS of 50 Hoops to participants, volunteers, exhibitors, speakers and sponsors.

† Evaluation of pre-test and post-test survey results from participants
† Evaluation of health fair surveys taken by Community Partners related to need for education for this community in prostate cancer and specific disease categories.
† Evaluation of exhibitor, speaker, volunteers evaluation surveys
  On-site interviews and support surveys by exhibitors and screening.

Our general analysis of the Pre and Post Test administered at 50 Hoops over the past 9 years consistently shows that at least 50% of the audience answers 50 – 60% of the questions incorrectly in the Pre Test and 15% - 20% answer incorrectly in the Post Test.
NPFR and P&E Associates Partner for MINORITY HEALTH FAIRS Outreach

NPFR specializes in developing programs and partnering with hundreds of National Minority Health Fairs around the United States. This gives our clients opportunities to reach millions of African Americans and minorities with education about treatment options for various diseases, and information about products that traditionally may not reach this audience. NPFR’s Disease focus are Diabetes, Hypertension, Cholesterol, Cardiovascular, Prostate Cancer, BPH (Enlarged Prostate), Breast and Colon Cancer and HIV-AIDS. This is an outstanding opportunity to get real-time, up-to-date statistics on minority markets who you may target for disease education, community outreach and product education/marketing.

Our company P&E Associates and the National Physician and Family Referral or NPFR has access to as well as many partnerships with these organizations. We also have consultants in most cities who can work the conventions- both locally and nationally-- for your products targeted to African Americans and Hispanics to secure ON-site, REAL-TIME surveys, conduct small focus groups at events and collect data for marketing statistics for those who are interested in distributing to these minority audiences for product education and information.

P&E Associates specializes in diversity awareness outreach to minorities ; working with multiple events and tapping into fresh audiences (not some one else’s lists). Information is compiled specifically for your company and product.
Progress Raw statistical results from our proven approach

- 73% of Doctors (Urologists) who were surveyed have African American Prostate Cancer Patients
- 60% of Family/Survivor Contacts were obtained via national media campaign
- 30% of All surveyed had other diseases in family including
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  - Hypertension
  - Heart Disease
  - Cardiovascular Disease
  - Cholesterol (above normal)
  - Asthma
  - Obesity
  - Alcoholism
  - Or - Multiple of above

** 1683 African Americans Surveyed**
Tournaments

**Philadelphia, St. Louis and Dallas**

*50 Hoops* is for “regular guys”; no pro’s or ex pro’s. Our target is Baby Boomer men who are 50 (and over) at year end. These groups of men are targeted because they are the most at risk for Prostate Cancer. Other leagues include Men 20 - 29 and 30 - 39, Women 21+ and Minister’s Shoot Out. Players and attendees are encouraged to participate in prostate cancer workshops, health fair and prostate cancer screening.
Tournament Partners

Health Partners and Hosts

Barbara Ann Karmanos Cancer Institute

Midtown Urology

Southwestern University of Texas Southwestern Medical Center

Fox Chase Cancer Center

Siteman Cancer Center

A National Cancer Institute-Designated Cancer Center
Traditional Media

Media packets are sent to nearly 50 publications, radio and TV stations in each surveyed city.
50 Hoops Partners with Radio-One's KSOUL Dallas is one of 27 Cities to Promote Prostate Health

The 50 Hoops National Prostate Awareness Basketball Tournaments & Health Fairs has announced a major partnership geared toward reducing rates of prostate cancer. The Dallas-based nonprofit will take its health awareness message around the U.S. via airwaves on Radio One, Inc., which includes 27 affiliate stations-reaching a predominantly African American audience.

Premiering in Dallas, the first tournament is set for July 21 at J.C. Phillips Recreation Center, 3630 T imgs, 10:3 p.m. Players from three league divisions will compete in the tournament-men ages 39-70, men ages 21-29, and women of all ages. The health fair will feature free prostate screenings (PSA blood tests), colon and breast cancer education, an awards program and remarks by prostate cancer survivors.

The three-year 50 Hoops-Radio One campaign will cover approximately 7-10 cities each year, promoted either as stand-alone tournaments, or as featured segments of other health conferences, such as the National Baptist Convention.

"African American men have the highest risks of prostate cancer. Radio One is the largest radio broadcasting company in the U.S., primarily targeted toward African-American and urban listeners. By partnering with 50 Hoops, we can raise awareness within the Dallas-Ft. Worth metros," said Rudy Rich, Promotions & Marketing Director for 97.9 "The Beat," and 94.5 "KSOUL.

Since 1995, 50 Hoops has helped men nationwide gain access to free screenings and information about prostate-related illness-who might otherwise go untreated. Through its celebrated sports events, men and women have a platform to approach the very personal issue of prostate health in a fun atmosphere. The nonprofit has held tournaments in several major cities, including Dallas, Houston, Miami, Philadelphia, Detroit, Atlanta, Chicago and Washington D.C.

Daryl Quarles, Manager of J.C. Phillips Recreation Center, said bringing 50 Hoops to South Dallas was important because of the huge need for awareness:

"We're trying to raise awareness in the Oak Cliff area. This is a good opportunity to reach out to this community, as well as the churches, not only for the prostate screenings, but to get our men to look at other health issues as well."

Methodist Hospitals of Dallas will provide the screenings. Known for his aggressive approach to outreach, Tim Ushaws, Methodist, Manager of Prostate Screening and Awareness, is looking to break previous screening records at the July 21 tournament.

"Methodist Hospitals is looking forward to working again with 50 Hoops. This will be our 5th year as partners, and I believe it will be the biggest one yet. We expect to screen 2,500 men by the end of July. Every man screened by July will be invited to attend 50 Hoops, and participate in the "Heroes, Heroines, and Superstars" segment. It is the testimonial portion where prostate cancer survivors and their loved ones are screened. By Methodist encourage other men to get tested."

In 2005, approximately 1,570 men in Dallas were expected to die of prostate cancer.

"As a prostate cancer survivor, I know firsthand the importance of education and screening," said Ed Sanders, co-founder of 50 Hoops. We appreciate all the sponsors and partners for making it possible for other men to get early detection, which greatly increases their chances of survival.

We want to encourage every man at Dallas (over the age of 40) to come to 50 Hoops, expecting to have questions answered, get a free screening, and enjoy our exciting games."

Black men sought for screenings

Doctor's Practice: Dr. Mark Soloway, left, with Daniel Rosenbach, center, and Ian O'Connor, from the University of Medicine, is involved in Saturday's T-Hops Tournament.

Black men are more likely to die from prostate cancer than whites. It is time to be diagnosed with prostate cancer, the disease is not usually life-threatening until it is diagnosed late. Men need to be monitored closely. It is important to monitor the prostate-related illnesses, including prostate cancer.

Dr. Mark Soloway, chairman of the University of Medicine's Urology Department, who is researching a new vaccine against prostate cancer. The vaccine has been found to be effective in treating prostate cancer.

Women need to be monitored closely. It is important to monitor the prostate-related illnesses, including prostate cancer. The vaccine has been found to be effective in treating prostate cancer.

Gregory Lewis can be reached at glewis@temple.edu or 215-746-4203.
50 Hoops Health Fairs & Education

Celebrity speakers, high profile physicians, educators and companies are brought in to educate African American families about prostate cancer.

Future efforts will go beyond prostate cancer: Prostate and Breast Cancer and educating children about cancer are key concepts for bringing in FAMILY education in coming years.
50 Hoops Health Fair & Education

Vendors exhibit products, services and health information during the 50 Hoops Health Fair. Educational workshops and games encourage participants to learn more about prostate cancer and other diseases. The 50 Hoops SPOTLIGHT on Heroes, Heroines and Superstars features prostate colon and breast cancer survivors and their families telling about experiences with disease. Admission and Screening are free to the public.
GIFTS AND PRIZES to participants

Some “SLAM DUNK” PRIZES
contributed by:

- Domino's
- Fossil
- Popeyes
- Butterball
- ConAgra Foods
- Centrum Silver
The Tournament & Health Fair includes the following components:

1. Prostate Awareness Basketball Tournaments for men 50 and over

2. PRE-EVENT Prostate and Health Education utilizing media outreaching up to 10 million African Americans and minorities per city promotion.

3. On-Site Free Prostate Cancer Screenings with local collaborative follow-up with health, community and faith-based partners.

4. Prostate & Breast Cancer Awareness “Hard Wood” Workshops featuring survivors, celebrities and physicians

5. All-Disease Health Fair focusing upon SCREENINGS for Diabetes, Hypertension, Cholesterol, Obesity, Cardiovascular, Breast Cancer, Colon Cancer and HIV-Aids

6. Slam Dunk Prize Box: National Product Sponsors give away thousands of dollars in gifts to those who attend and participate
CITY Components

For each city, events include:

- **MAIN EVENT!** Basketball Tournament – *aged 50+

- Kickoff Breakfast or PC Walk to Venue for cities Hosting 50 Hoops (optional)

- Men’s Health Speakers – Prostate cancer education, prostate cancer support groups and other men’s health issues: colon cancer, exercise, fitness. Prostate cancer screening is done on-site.

- Men’s Basketball Tournament - Aged 20 - 29, 30 – 49 and 50 +, Also Women 21+, Minister’s Shoot-Out Basketball Tournaments. Winning team with highest score receives customized trophy

- Women’s Health Speakers - aged 21 – 39: prizes and gifts for winning team; Breast Cancer Awareness Education and screenings. Also Obesity and Colon Cancer assessments.

- **Minister’s Shoot Out:** All City Minister (or Associate Minister, Deacons) shoot for prizes

- Some Cities: **Opening Day Prostate Cancer Walk** (to the 50 hoops venue) in support of prostate cancer awareness in the city. “FIND THE CAUSE” campaign. We will have local consultants to organize, network and publicize event or will join with major city organization. Funds from ‘FIND THE CAUSE’ walk goes toward local prostate cancer research and developing prostate cancer and other health support groups within the community.
50 Hoops National Prostate Cancer Basketball Tournaments & Health Fairs

Community Partnership (2)

Advisory Team (3)

RADIO-ONE (1)
National Radio Affiliate for 50 Hoops for PROMOTIONS

Radio-ONE Local Business Partners for 50 Hoops (4)

(Radio and Community Outreach Campaign)

HARDWOOD WORKSHOPS
Prostate Cancer Education

50 Hoops Basketball Tournament and Health Fairs - VENUE
(Seating for 500 – 3500)* Exhibitors, On-site Media and radio broadcasts, interviews with

COMMUNITY HEALTH FAIR & Screenings
50 Hoops 2008 - 2010 Tournament

**Target Cities**
- Raleigh/Durham, Charlotte, NC
- Los Angeles, CA
- St. Louis, MO
- Dallas, Houston, TX
- Birmingham, AL
- Cleveland, Dayton, Cincinnati & Columbus, OH
- Chicago, IL
- Miami, FL
- Philadelphia, PA
- Richmond, VA
- Boston, MA
- Indianapolis, IN
- Louisville, KY
- Minneapolis, MN
- Baltimore, MD
- Detroit, MI