

Fox 19's Rob Williams gets credit for recruiting fellow morning TV anchors John Lomax, Brian Yocono and Todd Dykes for this public service announcement promoting the Zero Prostate Cancer fund-raising run on Sept. 7, says publicist Elise Greene.

This PSA has been distributed to all the TV stations here. The four guys also will attend the event, and the Survivors' Breakfast before the start of the race.



Here's the release:

ZERO PROSTATE CANCER RUN RETURNS TO CINCINNATI

Event Grows in 7th Year, Adding 10K Event

It's time to lace up for the 7th Annual ZERO Prostate Cancer Run – Cincinnati! Join The Urology Group and ZERO – The End of Prostate Cancer on Saturday, September 7 for 10K/5K runs and a 5K walk at the practice's office in Norwood. The race, formerly known as the Great Prostate Cancer Challenge, is part of the ZERO Prostate Cancer Challenge, America's premier men's health event series, taking place in more than three-dozen cities in 2013.

"Nearly 240,000 men will be diagnosed with prostate cancer this year alone, including more than 8,500 in Ohio," said Jamie Bearse, CEO of ZERO — The End of Prostate Cancer. "The ZERO Prostate Cancer Challenge raises funds that are critical for increasing awareness and fighting the disease."

This family-friendly event will include activities for all ages, including pre-race activities, a raffle with baskets worth more than \$1,000 each and an after party for all ages. More than 1,000 people are expected to attend.

Online registration is open through September 4, with adult entry fees of \$30 and youth (17 and under) at \$20. Race day registration is available, and prices increase by \$5.

This year, the male morning anchors of all four local network stations are serving as honorary chairs. Fox19's Rob Williams, WLWT-TV's Todd Dykes, Local 12's John Lomax and WCPO's Brian Yocono have participated in promoting the race and will attend the Survivor Breakfast and Race the morning of September 7. Watch their public service announcement here: <http://youtu.be/WShcPC7wnL0>

"Our prostate cancer race grows every year and that's in a great part due to the support we receive from the community," said Race Chairperson, Dr. Robert Schwartz. "We expect more than 1,000 participants this year who will help us meet our mission of giving back to the community by improving men's health and creating awareness."

Funds raised from the ZERO Prostate Cancer Run help protect and grow prostate cancer research funding, promote awareness and education efforts, and support free testing.

ZERO provides comprehensive treatment information to patients, education to those at risk, and free testing to at-risk men around the country. ZERO also works to increase research funds from the federal government to find new treatments and better diagnostic tests for prostate cancer.