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MEDIA ALERT: Free Prostate Cancer Screening at Baby Boomer/Senior Expo

WHAT: The Urology Group will be providing free prostate screenings for men. The screenings consist of a simple blood test and a quick prostate exam (conducted privately.) It's a painless 5-10 minute process. Health insurance is not required.

WHERE: The Baby Boomer/Senior Expo, Sharonville Convention Center
11355 Chester Road, Cincinnati, OH 45246

WHEN: Thursday, April 11, 2013 from 11 a.m. to 1 p.m.

WHY IT'S IMPORTANT:

Prostate cancer is the second leading cause of death in American men. The National Cancer Institute reports that nearly 30,000 men will die of prostate cancer this year.

Exams can detect any problems with a man's prostate, including infections that can lead to bladder and kidney damage. Also, it looks for signs of prostate cancer, can be successfully treated and usually cured.

The American Cancer Society recommends yearly testing for men beginning at age fifty. Men who are higher risk should begin at age 40. Higher risk people include those who have immediate family members who have suffered from prostate cancer (father, brother). African American men are also more at risk for prostate cancer, and should begin testing at 40.

The PSA test and advances in treatment have led to a 40% reduction in prostate cancer deaths since the mid-1990s, and 90% of all prostate cancers are now discovered before they spread outside the gland. The survival rate is nearly 100% when prostate cancer is detected early, while the tumor is still localized and hasn't spread.

INTERVIEW AVAILABILITY: Physicians from The Urology Group are available (before and during the screenings) to discuss the importance of prostate cancer testing for men.

MORE INFORMATION: www.freeprostatecincy.com

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About The Urology Group

The Urology Group is one of the largest single specialty groups of urologists in the United States, with 34 urologists on staff. The Urology Group provides medical and surgical care for all diseases of the urinary tract in men and women and the genital tract of men. Headquartered in Cincinnati, Ohio, and opening a \$20 million advanced care surgery facility in the summer of 2012, the group includes practices extending from Northern Kentucky to Middletown, Ohio, and from Southeastern Indiana to Adams County, Ohio.