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FOR IMMEDIATE RELEASE

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MEDIA EVENT

The Urology Group partners with Local's Sports Bar & Grill for a local Movember Campaign to increase awareness of men's health

11 Physicians to Participate

Note to media: A physician from The Urology Group and Mike Perrich from Local's Sports Bar & Grill are available for interviews.

What: 11 physicians from The Urology Group and Mike Perrich, general manager of Local's Sports Bar & Grill, will begin growing moustaches on "Movember 1st" while raising funds and awareness for the Movember campaign.

When: During November each year, Movember (us.movember.com) is responsible for the sprouting of moustaches on thousands of men's faces in the United States and around the world. With their Mos, these men, known as Mo Bros, raise vital awareness and funds for men's health issues, specifically prostate and testicular cancer initiatives.

Mo Bros effectively become walking, talking billboards for the 30 days of November. Through their actions and words they raise awareness by prompting private and public conversation around the often-ignored issue of men's health. In 2011, over 854,000 Mo Bros and Mo Sistas around the world got on board, raising \$126.3 million for men's health causes.

Where: Movember will culminate on Thursday, November 29, at 6 p.m. with a public shaving of the physicians at Local's Sports Bar & Grill, 19 East Seventh Street between Vine and Walnut

During the month of November, \$1 from every draft Bud Light purchased at Local's Sports Bar & Grill will be donated to the Movember campaign. Health tips for men developed by physicians from The Urology Group will also be shared with patrons during the month.

Three health tips for men to consider during the month of November:

- 1) Men should use Movember as a reason to schedule their own regular checkups, especially for prostate cancer.
- 2) The average life expectancy for men is five years fewer than women (presently 77-years-old compared to 82). Perhaps that's because 24% of men are less likely to go to the doctor compared to women.
- 3) Prostate cancer is the leading cause of cancer in men, second only to lung cancer.



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 diseases of the urinary tract in men and women, and the genital tract of men. Headquartered in Norwood, Ohio, at its new \$20 million advanced surgery center, the group includes offices extending from Northern Kentucky to Middletown, Ohio, and from Southeastern Indiana to Adams County, Ohio.