50 HOOPS
2002
NATIONAL PROSTATE CANCER AWARENESS

Houston
July 13-14

Detroit
July 20-21

Philadelphia
July 27-28
April 26, 2002

P & E Associates, Inc.
14999 Preston Rd., D212, # 184
Dallas, TX 75254

Dear Pat,

What an absolute delight it is to recognize and discuss with you the plans and progress of P & E Associates in establishing a coherent network of contacts for the African American Family and Physician Referral Project. Let me again commend you and your associates on the phenomenal success of 50 HOOPS and how you are effectively using the attraction of basketball as a forum for informing and educating communities about the crisis of prostate cancer in African American families. I have been very impressed with the way in which P & E Associates and your fine team are raising community awareness about the African American Hereditary Prostate Cancer (AAHPC) Study and the importance of community engagement and the participation of African Americans in research on prostate cancer.

The time required engendering community and physician contacts, garnering media attention, and establishing efficient information management systems ultimately work together to ensure that the long-term goals and objectives of the research are realized. To maximize gain and optimize resources, it is extremely important that the momentum of your team in the field be maintained at this critical juncture in the development of an effective strategy for the African American Family and Physician Referral Project.

It should be highlighted in your progress report to Pfizer that the connections P & E Associates (and 50 Hoops) are making between science, medicine, and the community are novel and a priority of current funding. Because of your development of national resources to find African American families, we have begun to devise ways to extend our reach and close the gap between the Physician and Family Referral Project and that of getting actual referrals for the AAHPC Studies, both current and those in development.

As P&E Associates and 50 Hoops moves forward in the Physician and Family Referral project, we recognize that how we address the nature of the IRB concerns and confidentiality is continually being refined; as we identify the processes which are most effective for our joint efforts. During the past months, the solutions we’ve developed together no longer limit the extent to which we can identify families, and we will therefore strongly encourage continued funding to keep your team in place to complete the identified resources throughout United States.

As you probe the community for families that meet the inclusion criteria for the AAHPC Study, and identify physicians who consent to participate in referring eligible families, the Coordinating Center for the AAHPC Study Network at Howard University, we will follow through on the recruitment of qualified families from the enriched database of contacts ascertained from the African American Family and Physician Referral Project.

It is a real pleasure to partner with P & E Associates and 50 Hoops in the current challenge of eliminating the burden of prostate cancer in ALL men.

Best wishes for continued success.

Sincerely,

Georgia M. Dunston, Ph.D.
Professor and Chair

cc: 50 Hoops National Prostate Cancer Awareness Tournaments & Health Fairs
50 Hoops 2002

National ADVISORY Team:
Dr. Claus Roehrborn, Assistant Professor, Urology, UT Southwestern Medical School
Arlen “Spider” Bynum, Attorney
Dr. Georgia Dunston, Director, African American Hereditary Prostate Cancer Study Group
Rev. Harold M. Anderson, New Faith Baptist Church; CEO, AYAD
Dr. Terry Mason, Chm. Urology Division, National Medical Association
Dr. Isaac Powell, Associate Professor, Department of urology, Karmanos Cancer Institute,
Wayne State University School of Medicine
Dr. Timothy Rebbeck, University of Pennsylvania School of Medicine

Salute to Sponsors of 2002
50 HOOPS 2002 - DETROIT
Prostate Awareness Basketball Tournament, Health Fair and Conference

GET READY

If you are male,
50 years or older,
like to shoot hoops
and you think ‘you got game’
Register to play in 50 Hoops
3-on-3 tournament or IF YOU’RE
30-49 years old shoot out for Prizes.

Register by June 27, 2002

* FREE Registration to first 20 men, aged 50 and over
* Kappa Alpha Psi Sponsored Play-Off to Final Four
* PLAY..SHOOT OUT FOR Prostate Cancer
* FREE Prostate Cancer Screening

DETROIT:  Final Four: July 20 (Sat)
MEN 30 - 49 and Audience - SHOOT OUT FOR PRIZES  July 20 (Sat)
Health Fair and Conferences:  July 20, 21 (Sat, Sun)
Opening Ceremonies and Championship:  July 21 (Sun)
TIMES:  Saturday, July 20 - 11 a.m. - 3 p.m.
        Sunday, July 21   1 p.m. - 6 p.m.
Wayne County Community College District (NW Campus)
8551 Greenfield, DETROIT, MI 48228

30 - 49 year-old SHOOT OUT

50 Hoops 2002
Toll Free: (800) 677-8429
14999 Preston Rd., D212-184
Dallas, TX 75254
HOUSTON, DETROIT, PHILADELPHIA
Missouri Black Expo 2002
Missouri Black Expo 2002, Family Empowerment Conference is returning for the eleventh year, August 14-18th, 2002. MBE has adopted Family Empowerment Conference as this year’s theme to address the importance of family core elements to ensure the growth and development of our community; they are: health, spirituality, education, youth development, and finance / economics.

Missouri Black Expo is the largest African American Consumer Event in the State Of Missouri. Each year, MBE provides thousands of attendees with exposure to outstanding resources in an effort to improve their lives. In addition, the Missouri African American Community spends in excess of 4 billion dollars annually, and MBE provides an effective means for all types of business to capitalize on this dynamic segment of our economy. MBE 2002 is a series of events that includes a kick-off reception, a benefit gala that voluntarily puts money back into the community, one of the largest amateur boxing tournaments in the country, business development workshops, a health fair, three days of concerts, and over 500 booth's and exhibits. In addition several world-renowned celebrities and guest lecturers come to St. Louis to attend MBE to network, share their insights and have a good time.
Please join us, by doing so you will be contributing to the ongoing growth and development of our community.
Prostate Cancer 101

National Physician Referral

Dinner Lecture Series
Detroit

Heinz Family Philanthropies

Advancing the Delivery of Health Care.

Bayer Pharmaceuticals Corporation

Kappa Alpha Psi Fraternity, Inc.
Detroit Alumnae Chapter

TAP Pharmaceutical Products Inc.

Pharmaceuticals Corporation

Praecis Logo
50 Hoops 2002
Prostate Awareness Basketball Tournaments, Health Fairs and Conferences

If you are a MAN, OR a member of your family has been diagnosed with Prostate cancer OR you know someone who is at risk you must attend
50 Hoops 2002
* Houston, July 13, 14  *Detroit, July 20, 21
*Philadelphia, July 27, 28

Life Saving Health Fairs and Conferences For Everyone
Sponsored by 50 Hoops: Bayer, Merck, Novartis, AstraZeneca, Fossil and more...

➢ Learn what Prostate Cancer REALLY is
➢ FREE Prostate Cancer Screening
➢ Win Cash and Prizes, just for coming out
➢ FUN, FUN: Women ONLY/Men ONLY
Workshops-- Educational too!

Toll Free: (800) 677-8429

Make Your Mark on History!

Celebrity Guests

• Learn about the National search for African American Families with history of prostate cancer.
• Join Local Churches, pharmaceutical companies, local businesses and community groups in CELEBRATING LIFE WITHOUT PROSTATE CANCER.
  • ALL PROSTATE CANCER SURVIVORS WILL BE RECOGNIZED!

Final Four and MEN 30 – 49 & Audience SHOOT OUT: Saturday (H) July 13, (D) July 20, (P) July 27
Health Fairs and Conferences: (H) July 13, 14; (D) July 20, 21; (P) July 27, 28
Opening Ceremonies and Championship: Sunday (H) July 14, (D) July 21, (P) July 28
Times: Saturday: 11am - 3pm Sunday: 1:00 - 6pm
Where? (H) Texas Southern University, (D) WCCCD (P) Temple University

CALL ABOUT EXHIBITING AND SUPPORTING PROSTATE CANCER AWARENESS

50 Hoops 2002  Toll Free: (800) 677-8429
14999 Preston Rd., D212-184
Dallas, TX 75254
National Co-Sponsors: KAPPA ALPHA PSI FRATERNITY, Inc.
## Tavis Smiley Promo for 50 Hoops

### Tavis Smiley Audio Spots

<table>
<thead>
<tr>
<th># seconds for spot</th>
<th>Tape Segment Title/Length</th>
<th>Begin Tape Segment</th>
<th>End Tape Segment</th>
<th>Announcer Copy to be announced by personality at end of Tavis PSA segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>(10 seconds) LADIES, YOU CAN SAVE THE LIFE OF A BLACK MAN THAT YOU KNOW OVER AGE 40 BY GETTING HIM SCREENED FOR PROSTATE CANCER. CALL 1-800-677-8429 TODAY ABOUT THE 50 HOOPS TOURNAMENT &amp; HEALTH FAIR</td>
</tr>
<tr>
<td>30</td>
<td>A Message for the Women (approx 22 seconds)</td>
<td>&quot;Hi, this is Tavis Smiley with a message for women....&quot;</td>
<td>&quot;sponsored by Kappa Alpha Psi Fraternity Incorporated. Call 1-800-677-8429 for an information package.&quot;</td>
<td>(6 seconds) LADIES, YOU CAN SAVE THE LIFE OF A MAN IN YOUR LIFE BY GETTING HIM SCREENED FOR PROSTATE CANCER. CALL 1-800-677-8429 TODAY ABOUT 50 HOOPS.</td>
</tr>
<tr>
<td>30</td>
<td>A Father's Day Gift (approx 24 seconds)</td>
<td>&quot;This is Tavis Smiley with a message for men....&quot;</td>
<td>&quot;sponsored by Kappa Alpha Psi Fraternity Incorporated. Call 1-800-677-8429 for an information package.&quot;</td>
<td>(6 seconds) PLAN TO ATTEND THE 50 HOOPS 2002 BASKETBALL TOURNAMENT IN YOUR CITY. CALL 1-800-677-8429</td>
</tr>
<tr>
<td>60</td>
<td>Your Questions Answered (approx 39 seconds)</td>
<td>&quot;Could prostate cancer run in your family?&quot;</td>
<td>&quot;For information package call 1-800-677-8429&quot;</td>
<td>(21 SECONDS) 50 HOOPS IS HAPPENING THE WEEKEND OF <em><strong>(your city dates)</strong></em> AT __<em>(your city venue)</em>. LEARN MORE ABOUT PROSTATE CANCER AND HOW YOU CAN PREVENT IT. THERE WILL BE FREE SCREENINGS, EDUCATIONAL WORKSHOPS, THE BATTLE OF THE CHOIRS, AND CHANCES TO WIN CASH AND PRIZES. FOR MORE INFORMATION, CALL 1-800-677-8429.</td>
</tr>
<tr>
<td>90</td>
<td>50 Hoops 2002 Overview (approx 63 seconds)</td>
<td>&quot;If you are African American and a man....&quot;</td>
<td>&quot;50 hoops is sponsored by Kappa Alpha Psi Fraternity Incorporated&quot;</td>
<td>(40 SECONDS) STOP PROSTATE CANCER IN YOUR LIFETIME THROUGH EDUCATION AND EARLY DETECTION. <em><strong>(STATION NAME)</strong></em> URGES MEN 40 AND OLDER TO GET THEIR FREE SCREENINGS AT 50 HOOPS PROSTATE CANCER AWARENESS TOURNAMENT AND HEALTH FAIR. IT'S HAPPENING IN <em><strong>(your city venue)</strong></em> ON <em><strong>(your city dates)</strong></em> AT 11:00 A.M. AND SUNDAY AT 1:00 P.M. WATCH MEN IN OUR COMMUNITY BATTLE IT OUT ON THE COURT AND LOCAL CHURCHES COMPETE IN THE BATTLE OF THE CHOIRS, WIN CASH AND PRIZES AND LEARN MORE ABOUT PROSTATE CANCER AND WHAT YOU CAN DO TO PREVENT IT. FOR MORE INFORMATION, CALL 1-800-677-8429. THAT'S 1 800-677-8429.</td>
</tr>
</tbody>
</table>

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Tavis Smiley Promo for 50 Hoops
50 H O O Ps 2002- PHILADELPHIA
Prostate Awareness Basketball Tournament, Health Fair and Conference

July 27, 28

GET READY

Saturday, July 27:  11am – 3pm
Sunday, July 28:  1:00 – 6pm
McGonigle Hall
(Broad Street & Montgomery)
Philadelphia, PA 19122

Call 1-800-677-8429

Free Prostate Screening provided by
Fox Chase Temple Cancer Center
KAPPA ALPHA PSI FRATERNITY, Inc.
50 Hoops Philadelphia, 2002
Partnering with
Kappa Alpha Psi Fraternity
Philadelphia Prostate Cancer Prayer Luncheon 2002
50 H ⚽️ ⚽️ Ps 2002
Prostate Awareness Basketball Tournament, Health Fair and Conference

FREE

Life Saving Health Fair and Conference For Everyone
Sponsored by 50 Hoops: Pfizer, Merck, Bayer, AstraZeneca and more...

- Learn what is Prostate Cancer
- Get FREE Screening
- Win Cash and Prizes
- Learn about the national recruitment of African American Families

Make Your Mark on History!

- Be a part of the historic Philadelphia Human Genome Study on Jul 27, 28, and learn about the national search for African American Families.
- Join FOX CHASE CANCER CENTER, Cancer and Men’s Health Support Groups, hospitals and pharmaceutical companies in CELEBRATING LIFE WITHOUT PROSTATE CANCER.

Final Four:
MEN 30 - 49 and Audience - SHOOT OUT FOR PRIZES
July 27 (Sat)
July 27, 28 (Sat, Sun)
Opening Ceremonies and Championship: Jul. 28 (Sun)
TIMES: Saturday, July 27: 11am – 3pm
Sunday, July 28: 1:00 – 6pm
McGonigle Hall (Broad Street & Montgomery)
Philadelphia, PA 19122

50 Hoops 2002
Toll Free: (800) 677-8429
14999 Preston Rd., D212-184
Dallas, TX 75254
Sponsor: Free Prostate Screening provided by Fox Chase Temple Cancer Center
KAPPA ALPHA PSI FRATERNITY, Inc.
In This Edition:
Click on the headline to go directly to the article.

- National Cancer Institute Priorities for Fiscal Year 2003
- NCI K01: Howard Temin Award for Basic Research
- 50 HOOPS 2002
- PENN Transcript Profiling User Group Meeting
- The Whitaker Foundation Research Grants in Biomedical Engineering
- Colorectal Cancer Screening in Primary Care Practice
- The Department of Cell and Developmental Biology and the Penn Center for Developmental Biology
- Seminars and Lectures

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AARC Hosts Cancer Prevention Conference

Online registration is now open for the first annual AARC conference on "Frontiers in Cancer Prevention Research: Genetics, Risk Modeling, Molecular Targets for Chemoprevention, Behavioral Prevention Research, Clinical Prevention Trials, Science and Public Policy". The conference will take place October 14-18, 2002, at the Sheraton Boston Hotel in Boston, Massachusetts. The program features 2 keynote talks, 7 plenary sessions, 15 symposia, and 10 forums, comprehensively covering the field of cancer prevention research.

The abstract submission deadline will open on June 1, with a July 1 abstract submission deadline.

Attendance at this conference will be strictly limited to 1,000 scientists, so register early! For online registration forms and complete conference details, please visit the AARC website: www.aarc.org

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Oncology Nursing Foundation Awards

Deadlines: August 15, 2002
Mary Novotny Excellence in Cancer Nursing Education Award (ONS)
An award of $2,000 is provided to recognize and support excellence in cancer nursing education. Eligible applicants must be registered professional nurses who are members of the sponsor's society with at least two years experience in oncology education. They must be recognized experts in cancer education because of their contributions to cancer education at the local, state, national or international level.

Excellence in Cancer Nursing Research Award
An award of $2,000 is provided to recognize and support excellence in cancer nursing research likely to make a significant contribution to the body of nursing knowledge. Eligible applicants must be registered nurses who are members of the sponsor's society. The candidate may be an individual or a group. The individual must have assumed the major responsibility for the study. In group research projects, two or more researchers may be recognized for one paper if they all agree that they have equally assumed the major responsibility for the study. The paper submitted will be considered for publication in the Oncology Nursing Forum.

FIRE Excellence Award
ONS provides an award of $1,000 to honor an oncology nurse who has made outstanding and significant contributions to cancer-related fatigue clinical practice, education, or research. An award is presented to honor an oncology nurse who has made outstanding and significant contributions to cancer-related fatigue clinical practice, education, or research. Eligible applicants must be registered nurses and ONS members who demonstrate evidence of outstanding and significant contributions to cancer-related fatigue research, education, or clinical practice; evidence of a sustained record or presentations, publications, or research activities in the area of cancer-related fatigue; and documented contributions to ONS, healthcare facilities, schools of nursing, cancer advocacy groups, people with cancer, or private industry in the area of cancer-related fatigue.

Excellence in Breast Cancer Education Award
ONS presents an $4,000 award to support and recognize excellence in and dedication to educating the public and/or patients about breast cancer. Nominees for this award must be oncology nurses who have demonstrated initiative in developing or administering educational and/or public service that contributes to awareness of the importance of early detection and/or attract patients with breast cancer and their families in maintaining a functional lifestyle. Eligible candidates are registered nurses with a minimum of two years of experience in breast cancer oncology nursing. Candidates must be members of ONS.

More information on ONS awards can be found at: http://www.ons.org/xp6/ONS/Information.xmI/Awards_2002.xml/ONS_Awards/excellence.xml

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continued on p. 2
50 HOOPS 2002
Prostate Awareness Basketball Tournament, Health Fair and Conference

If you are a male and a member of your family has been diagnosed with Prostate cancer... or you know someone who is at risk
YOU MUST ATTEND THIS SPECIAL EVENT

Have FUN and Learn about Prostate Cancer
Sponsored by 50 Hoops: Bayer, Merck, AstraZeneca, Pfizer and more...

› Learn what is Prostate Cancer
› FREE Prostate Cancer Screening
› Win Cash and Prizes
› Women ONLY/Men ONLY Workshops

Sponsored by
KAPPA ALPHA PSI, INC.

July 13, 14 2002

• Learn about the National search in Houston for African American Families with history of prostate cancer.
• Join Local Churches, pharmaceutical companies, local businesses and community groups in CELEBRATING LIFE WITHOUT PROSTATE CANCER.

Final Four:
July 13 (Sat)
MEN 30 - 49 and Audience - SHOOT OUT FOR PRIZES July 13 (Sat)
Health Fair and Conference: July 13, 14 (Sat, Sun)
Opening Ceremonies and Championship: Jul. 13 (Sun)
TIMES: Saturday, July 13 – 11am – 3pm
Sunday, July 14 – 1:00 – 5pm
Texas Southern University, 3100 Cleburne Avenue
Houston, Texas 77004 (Tentative 1-2-02)

50 Hoops 2002
Tell Free: (800) 677-8429
14999 Preston Rd, D212-184
Dallas, TX 7524
Host: University of Texas M.D. Anderson Cancer Center

50 HOOPS
TEXAS SOUTHERN UNIVERSITY
GET READY
July 13, 14
Celebrities...Prizes

FREE Prostate Cancer Screening
Sat. 11-4; Sun. 1 - 6

Health Fair & Conference

Sponsored by: The University of Texas M.D. Anderson Cancer Center • Bayer • Roche • Pfizer • Merck • AstraZeneca • Nestle • HCA • Texas Southern University • Kappa Alpha Psi • Feltz • Hyatt • University of Texas • Abbott • Lott • Temple

50 HOOPS 2002
NATIONAL PROSTATE CANCER AWARENESS

A public service message donated by Clear Channel Outdoor
50 H • Hoops 2002 - Houston
Prostate Awareness Basketball Tournament, Health Fair and Conference

July 13, 14
GET READY

Saturday, July 13: 11am – 3pm
Sunday, July 14: 1:00 – 6pm
Texas Southern University
3100 Cleburne Avenue
Houston, TX

Call 1-800-677-8429

CELEBRITIES, PRIZES
Exhibits, Health Fair
BASKETBALL, Shoot Outs
TEXAS SOUTHERN UNIVERSITY
HEALTH FAIR & CONFERENCE

SAT. JULY 13th 11-4
&
SUN. JULY 14th 1-6

Celebrities... Prizes
FREE Prostate Cancer Screening

A public service message donated by Clear Channel Outdoor
Houston, TX 2002: Cassandra Harris, MD Anderson Cancer Center (top)
Bayer Sponsor (right, below left)
Houston Advisory Team (below right)
50 Hoops 2002 - DETROIT

Prostate Awareness Basketball Tournament, Health Fair and Conference

GET READY

If you are male, 50 years or older, like to shoot hoops and you think ‘you got game’ Register to play in 50 Hoops 3-on-3 tournament or shoot out

Sponsored by KAPPA ALPHA PSI

Win Computers, Bahamas vacation, Fossil waterproof sports watches, dinners for two, romantic weekends, CASES of Grocery products, week-long car rental, autographed NBA and NBA Player items. Attend Health Fair, learn about prostate cancer research in Detroit, and what you can do NOW to save men in your life!!!

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Health Fair and Conference: July 20, 21 (Sat, Sun)
Opening Ceremonies and Championship: July 21 (Sun)

CALL AND REGISTER TODAY!

50 Hoops 2002

Toll Free: (800) 677-8429
14999 Preston Rd., D212-184, Dallas, TX 75254
Host: Dr. Isaac Powell, Associate Professor, Department of Urology
Barbara Ann Karmanos Cancer Institute
Wayne State University School of Medicine
Sponsored by KAPPA ALPHA PSI Fraternity, Inc.

50 Hoops 2002

NATIONAL PROSTATE CANCER AWARENESS
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50 Hoops Detroit 2002
Dr. Isaac Powell, Karmanos Cancer Institute
African American Men Being Sought for Prostate Cancer Study

African American men with a history of prostate cancer are being sought to participate in a confidential survey. The data will be used to determine if they meet the criteria for anhistoric human genome study on hereditary prostate cancer. P&E Associates, an independent pharmaceutical and biogenetic survey organization, is working in partnership with the National Human Genome Institute at Howard University and the African American Hereditary Prostate Cancer Study Network to locate at least 100 participants by March 31.

Although more lives are being saved through early detection, African American men continue to show disproportionately higher numbers of deaths. Having access to information and funding is critical in fighting this disease.

"I'm really concerned about prostate cancer. Too many of us are not getting the message," said U.S. Rep. Maxine Waters. "Our men should start getting screenings by age 40. If not, some of them are going to die. My husband gets his check up twice a year."

Recent studies on prostate cancer, done at the National Institute of Health, indicate that prostate cancer may run in the families of black men. In a previous study of 100 men, only one was African American. In his case, prostate cancer was found in three other family members.

The new study will allow researchers to examine how the disease specifically affects African American men. It is the only genetic study of its type currently being done.

"It is extremely important that more African American families with prostate cancer be included in national studies so that we can find out if this disease does run in the family of more African Americans," said Patricia Sanders, P&E executive director and wife of prostate cancer survivor, Ed Sanders.

The AAHPC Study Network was launched in January 1998 with major funding from the NIH Office of Research on Minority Health, in partnership with NHGRI. Additional funding has been provided by the National Cancer Institute. More information on Howard's recruitment efforts will appear in the February 2002 issue of Upscale magazine, as well as in other national publications and on national television.

If you or a member of your family has been diagnosed with prostate cancer, or you are a doctor treating prostate cancer patients, please call the toll-free Family Referral Associates Hotline at (800) 677-8441, or visit the website at http://www.hudhosp.org/hucc/research.htm#7.
50 Hoops Communications Director, Veronica Mackey (left) with U.S. Rep Maxine Waters (3rd from left) and members of The Los Angeles Black press in conference about importance of Prostate Cancer education for African American men.
50 HOOPS 2002 - DETROIT
Prostate Awareness Basketball Tournament, Health Fair and Conference

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Sunday, July 21, 1 p.m. - 6 p.m.
Wayne County Community College District (NW Campus)
9551 Greenfield, DETROIT, MI 48221

50 HOOPS 2002 Toll Free: (800) 677-8429
14999 Preston Rd., D212-184
Dallas, TX 75254
HOUSTON, DETROIT, PHILADELPHIA

We are dedicated to bringing awareness and education of prostate cancer options

VI. 50 Hoops 2003 Components

Coming Summer 2003

2003 Cities
Oakland, CA
Philadelphia, PA
St Louis, MO

IV. Summer Tournaments

50 Hoops Told The Reports

II. Beginnings

50 Hoops is a six-year-old annual prostate cancer awareness Basketball Tournament and Health Fair for adults ages 30 and over. The focus is on prostate health education and screening for the underserved and the community.

Spring Breakout Breakfast and Recognition in 50 Hoops 2002

- MALE PROSTATE 50 Hoops Basketball Tournament for Men aged 50+
- Women's Basketball Men aged 40 - 49 play Squad vs. Squad match play for championship and prizes. Women, aged 30 - 49 play in women's tournament.
- Accommodation: 6 Select Hotels. 

50 Hoops Health Essentials - prostate cancer education, support groups, event, breast cancer, signs, symptoms, resources.

- FREE prostate cancer awareness screening
- Women's Health Essentials - Breast Cancer Screening and Prostate Cancer Education and Concerns for women.

- Group Mentions - Meet the survivors fighting our 21st Century battles. Literacy for older people, computer for older people, children's health, health, adult children's health, etc.

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- Group Mentions - Meet the survivors fighting our 21st Century battles. Literacy for older people, computer for older people, children's health, health, adult children's health, etc.
Prostate cancer is the most common cancer in the United States. African American men, particularly those with a family history of prostate cancer have the highest incidence and the highest death rate of all men nationwide.

A study was recently conducted which showed that men whose brothers or fathers had prostate cancer are at a 2-3 fold increased risk of getting prostate cancer. In this study, some families were identified that had multiple family members affected with prostate cancer. **We need African American families to participate in this study.**

If you qualify, **complete your survey TODAY**

1. GET SCREENED
2. KNOW YOUR TREATMENT OPTIONS
3. HELP FIND THE CAUSE

COMPLETE YOUR SURVEY TODAY
We are dedicated to prostate cancer awareness and education. The organization provides education and access to free screening to underserved populations through its partnerships with major cancer hospitals and universities. Cities slated for the 2003 tournaments are Philadelphia, St. Louis and Dallas.

2003 Cities
- Philadelphia, PA
- St. Louis, MO
- Dallas, TX

- MAIN EVENT- 50 HOOPS!
  Basketball Tournament for Men aged 50+
- Men's/Women's Basketball: Men aged 30 – 49
- Men’s Health Pavilion
- FREE prostate cancer screening on-site.
- Women’s Health Pavilion

50 Hoops Team of Churches
NATIONAL PROSTATE CANCER AWARENESS TOURNAMENTS AND HEALTH FAIRS

Philadelphia July 12 * St. Louis August 2-3 * Dallas September 6
For Immediate Release
Contact: info@50hoops.org or call (800) 677-8441

African American Sought for Prostate Cancer Study

A nationwide search is being launched by the National Physician and Family Referral (NPFR) Project to recruit African-American men with a history of prostate cancer, and their families. NPFR’s “Find The Cause” Campaign is actively seeking 100 participants who meet the criteria for human genome research to determine hereditary causes of prostate cancer by March 31, 2003.

African American men die twice as fast from the disease as any other race of men. Researchers are looking at heredity as the primary cause within this male population. Having access to information and funding is critical in fighting this disease because lives have been saved, when detected early.

“I’m really concerned about prostate cancer. Too many of us are not getting the message,” said U.S. Rep. Maxine Waters. “Our men should start getting screenings by age 40. If not, some of them are going to die. My husband gets his check up twice a year.”

Recent studies on prostate cancer done at the National Institute of Health (NIH) indicates that some men with prostate cancer may also have male relatives with this disease. In a previous NIH study, 100 men participated. However, only two were African American. In both cases, prostate cancer was found in other family members. The new study will allow researchers to examine how the disease specifically affects African-American men. It is the only genetic study of its type currently being done.

“It is extremely important that more African-American families with prostate cancer be included in national studies so that we can find out if this disease does run in the family of more African Americans,” said Patricia Sanders, NPFR co-founder and wife of prostate cancer survivor, Ed Sanders.

The Sanders’ started a national prostate health fair and basketball tournament in 1995 called 50 Hoops. The organization provides education and access to free screening to underserved populations through its partnerships with major cancer hospitals and universities. Cities slated for the 2003 tournaments are Philadelphia, St. Louis and Dallas.

While breast cancer has attracted strong media coverage over the past few years, prostate cancer has lacked the notoriety necessary to significantly increase awareness. Public service announcements aired on CNN in February 2003 during Black History Month to support NPFR’s grassroots and media outreach. Famous men who have survived prostate cancer include former New York mayor Rudolph Giuliani, Harry Belafonte, D.C. mayor Marion Berry, flutist and composer Herbie Mann, singer Billy Davis (formerly of the Fifth Dimension), and L.A. Urban League President John Mack.

If you are an African American survivor of prostate cancer, a relative of a survivor, or a doctor treating prostate cancer patients,

please call the toll-free hotline at (800) 677-8441
or visit our website at http://www.npfr.50hoops.org

Know the Risk Factors

All men should be aware of the risk factors for developing prostate cancer. While the exact causes of this disease are unknown, research has discovered various factors that contribute to a person’s likelihood of developing prostate cancer.

AGE
The chance of having prostate cancer increases rapidly after the age of fifty (50). Over 80% of all prostate cancer cases are diagnosed in men over the age of 65.

RACE
African American men are twice as likely to develop prostate cancer as Caucasian men are. This may be attributed to testosterone levels, genetics and/or diet.

GENETICS
Research suggests that certain inherited genes predispose men to prostate cancer. A man’s chance of getting the disease is more than doubled if he has one close relative with prostate cancer. The risk is even higher when more than one family member has developed the illness, especially if it was at a young age.
Sponsored By

St. Louis Tournament and Prostate Cancer Awareness Activities
Siteman Center Hall #2 - August 2 & 3

Saturday, August 10, 9am - 5:00pm
Player Games @
10am; 12pm; and
Opening Ceremony
Shoot Out for Prize
ALL DAY
in Hall #2 each day!

Prostate Cancer Screenings available throughout the day
Sponsored by Siteman Cancer Center

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50 Hoops’ Basketball Tournament at MBE Increases Awareness Of Prostate Cancer

The Siteman Cancer Center, Barnes-Jewish Hospital and Washington University School of Medicine have teamed up to sponsor the "50 Hoops" Prostate Cancer Awareness Basketball Tournament at the Missouri Black Expo, Aug. 2-3 at the America’s Center downtown. The tournament is being held in conjunction with a Health Fair on prostate cancer awareness being sponsored by ARCHS, the presenting sponsor of MBE 2003.

Veronica Mackey, national media director for 50 Hoops, said the event combines athletic fun with much needed prostate cancer education and screening for African American men. "We’re using basketball as a way to get men out to get screened, because we know they don’t like to go to the doctor,” she said. “We encouraging everyone to come out and have fun for a worthy cause.” The basketball tournament will be divided into three categories: men ages 30-45, men ages 50 and over, and a women’s game for those ages 21-49. The event also will feature raffles and prize drawings. "This tournament was created by Ed and Pat Sanders after Ed was diagnosed with prostate cancer in 1995. He’s been in remission since then,” Mackey said. “It’s called 50 hoops because age 50 is the age men are at highest risk for getting prostate cancer.

For the past six years, 50 Hoops Tournaments and Health Fairs have offered sports competition around the country as a way of increasing awareness about the importance of early detection and screening for prostate cancer. The Dallas-based non-profit group provides counseling and seminars that focus on symptoms and treatment options, impotence, prostate-related illnesses and its impact and families and screenings.

"At the Expo, we’ll be providing educational workshops on prostate cancer,” Mackey said. “We feel it’s crucial to let men know how important it is to be screened for prostate cancer, especially black men because they are at the highest risk of all men.

"Most men could survive if they get screened early in life. Black men should be screened by age 40, which is 10 years earlier than other men because they are at such high risk of catching prostate cancer,” she said. In addition, the Siteman Center will have screening following the 100 Black Men Prostate Cancer Screening and Awareness Walk the morning of the Expo on Saturday, Aug. 2. The 50 Hoops event and screenings are included with admission to the MBE."
Black Expo Basketball Tournament brings home prostate cancer awareness

S

T. LOUIS – At this year’s Missouri Black Expo, the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine will sponsor the “50 Hoops” basketball tournament and health fair Friday, August 2 and Saturday, August 3 at America’s Center from 11am to 5pm. The event combines athletic fun with much needed prostate cancer education and screening for African-American men in the St. Louis community.

“Education and screening are our key weapons against prostate cancer,” says Timothy Eberlein, MD, Siteman Cancer Center director. “These are the goals of the 50 Hoops program.” Free PSA tests will be provided as well as educational sessions for both men and women led by local physicians and prostate cancer survivors. Information will also be available about new trends in prostate cancer research. The basketball tournament will be divided into three groups. The categories are men ages 30 to 45, men ages 50 and over, and a women’s game for those ages 21 to 49. The event will also feature raffles and prize drawings.

For six years, 50 Hoops Tournament and Health Fairs have offered exciting and rewarding sports competition around the nation to promote prostate cancer awareness among “at risk” men and their families. The Dallas-based nonprofit implements counseling, seminars, and screenings in an accessible fashion that enables men to approach the very personal issue of prostate cancer at their own pace. The information provided at these health conferences focuses on symptoms and treatment options, importance, prostate-related illnesses and its impact on the family. By using basketball and family entertainment, 50 Hoops has created a unique way to bring the community together to learn about and get screened for prostate cancer.

Founders of the tournament have focused specifically on the African-American community because black men are 65% more likely to be diagnosed with prostate cancer than white men. They are also at higher risk of dying from the disease. The good news is that prostate cancer is curable if found at early stages. The goal of screening events such as 50 Hoops is to make prostate cancer screening widely available since screening affords the best chance of early detection and cure.

The 50 Hoops event and screenings are included with S8 admission to the Missouri Black Expo. For more information or to register, call 800-677-8429 or visit the web site www.50hoops.org.

Photo by Wiley Price

Sherman George, Chief of the St. Louis City Fire Department, will be the chair for the “50 Hoops” basketball tournament August 2.
50 Hoops 2003

Prostate Cancer Awareness Basketball Tournament!!

1. Get Screened
2. Know your Treatment Options
3. Help us FIND THE CAUSE

Attend 50 Hoops at the Missouri Black EXPO (Sponsored by RCHS)
August 2nd & 3rd, 10:00 a.m. - 5:00 p.m., America’s Center, Hall 2

50 Hoops prostate cancer screening provided by

(Sponsored by Abbott Laboratories)
Pat and Ed Sanders, Chief Sherman George, Portia Tucker, 50 Hoops Board and on-site Coordinator.
more attention will have to be devoted to address this issue. When it comes to prostate cancer, there has been an increase in media attention and outreach efforts to make Black men aware of the silent danger lying ahead. “I was shocked and worried by the doctor’s suggestion that I needed an operation but my wife and I agreed it was best to go through with it,” said 78 year old James Lewis. According to a BBC report, “Frequent urination was one of the problems which led to James Lewis visiting his doctor in 1995. He subsequently needed two operations to remove a cancerous prostate gland.” This seventy eight year old Black man had seen so much in his life. Even though he had experienced the tell-tale signs, he had no idea they could be linked to cancer.

What are the signs that constitute a fair warning?

- difficulty and pain when passing urine
- the need to pass urine more often
- broken sleep due to increased visits to pass urine
- waiting for long periods before the urine flows
- the feeling that the bladder has not emptied fully

According to Frank Chinegwundoh, Chairman of Cancer Black Care (a support group of African and African Caribbean people with cancer): “The first question would be well, demonstrate to me that this is a problem and if you can’t demonstrate that it’s a problem because there’s no data then it’s very difficult to get funding. It’s a catch 22 situation.”

In the United Kingdom, Frank Chinegwundoh claims, “Of around 800 prostate cancer patients on the hospital’s database about 10% are black, nearly 5 times their ace in the population.”

**University of Mississippi Medical School’s Study of Prostate Among Blacks**

Project SELECT is the largest known prostate cancer research study ever undertaken. Researchers are now making a special appeal to African American men to take part. According to those connected with this study, “Men ages 55 and older are being recruited to undergo free prostate cancer screening and join the study that will determine whether vitamin E and selenium aid in preventing cancer in the walnut-sized gland located in a man’s reproductive system.”

If researchers at the University of Mississippi Medical Center wonder why it is so difficult to attract men to participate in this research project, perhaps they should familiarize themselves with African Americans' historical intimate relationship with Mississippi. The hermeneutics of suspicion and distrust items from the treatment Black men have received in Mississippi. According to a recent report, “Of the 15,233 men enrolled in the study called SELECT, only 1,674 are African Americans. According to UMC experts, African American men have the highest incidence of prostate cancer of any ethnic group in the world. Researchers want to see more of these men who face a heightened risk participate in the study, but have not specified how many.”

Debra Christie, UMC’s director of cancer research and registry, states, “We’re shooting to increase the minority enrollment in the study because we have been successful in recruiting minorities, they picked us as one of the sites to try and recruit more in the study.”

**National Physician and Family Referral Conducting Prostate Cancer Study**

The National Physician and Family Referral 2003 ‘Find the Cuse’ Campaign is actively seeking 100 families by March 31, 2003 “who meet the criteria for human genome research. This research is to determine hereditary causes of prostate cancer. African American men die twice as fast from the disease as any other race of men. Researchers are looking at the heredity as the primary cause within this male population. Having access to information and funding is critical in fighting this disease because lives have been saved, when detected early.”

Dr. George Dunston, of the National Human Genome Center at Howard University, explains, “It is extremely important that more African American families with prostate cancer be included in national studies so that we can find out if this disease does run in the family of more African Americans.” African American survivors of prostate cancer, a relative or a survivor or a physician treating prostate cancer patients may wish to visit the website: www.npfrresources.com. African American men who have survived prostate cancer in recent years include: Minister Louis Farrakhan, former D.C. Mayor Marion Barry, Harry Belafonte and Los Angeles Urban League President, John Mack.

**Congresswoman Maxine Waters Makes A Plea**

Congresswoman Maxine Waters makes an urgent plea for Black men to pay close attention to prostate: “I’m really concerned about prostate cancer. Too many of us are not getting the message. Our men should start getting screenings by age 40, if not, some of them are going to die. My husband gets his checkup twice a year.”

National Physician and Family Referral is a division of 50 Hoops Tournament and Health Fair. Founded in 1995, 50 Hoops provides education and access to free screening to underserved populations through the partnerships with major cancer hospitals and universities. Its name comes from the main event—men aged 50+ playing in half court basketball competition. Cities slated for this 2003 tournament are Philadelphia, St. Louis and Oakland.”
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- pion Center & Spa

Missouri Black Expo
August 2 & 3, 2003

In Appreciation To

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We are dedicated to prostate cancer awareness and education

50 Hoops provides education and access to free screening to underserved populations through its partnerships with major cancer hospitals and universities.

Visit us at: http://www.50hoops.org

Basketball Tournament
Games for Men 50+, Men 30-49 and Women 21-49
Winning Team Trophy

Workshops
Providing frank and honest discussions about prostate cancer. Facilitated survivors and physicians.

Health Fair
50 Hoops provides an opportunity for national and local businesses to bring products or services to HUNDREDS of attendees.

Free Prostate Cancer Screening
Provided by local medical facility with free follow-up

CHANCE TO WIN BIG PRIZES
National Human Genome Study

For African American Families of Men Diagnosed with Prostate Cancer

If you are an African American man who is a survivor of prostate cancer,
Or a member of your family has been diagnosed with prostate cancer
CALL 1-800-677-8441
Or go online at
http://www.npfr.resourcez.com
And become a part of this HISTORIC African American Human Genome Study

The National Physician & Family Referral Study

Project Mission: Our goal is to identify family members who will act as “contacts” for prostate cancer patients (living or deceased) and may qualify to be a part of this human genome recruitment effort.

We want to identify families who have 2, 3 or 4 family members affected by prostate cancer

➢ LEARN MORE ABOUT PROSTATE CANCER
➢ LEARN ABOUT THE NATIONAL RECRUITMENT OF AFRICAN AMERICAN FAMILIES
➢ HELP SAVE LIVES – BECOME A pearl

Prostate cancer is the most common cancer in the United States. African American men, particularly those with a family history of prostate cancer, have the highest incidence and the highest death rate of all men nationwide.

A study was recently conducted which showed that men whose brothers or fathers had prostate cancer are at a 2-3 fold increased risk of getting prostate cancer. In this study, some families were identified that had multiple family members affected with prostate cancer. We need African American families to participate in this study. If you qualify,

Toll Free: (800) 677-8441
14999 Preston Rd, D212 #184
Email: INFO@50HOOPS.ORG
Website: http://www.npfr.resourcez.com
Critical data is gathered to assist in qualifying participants for current and future genome studies.

Number of Families with Other Diseases in Male Relatives

- Breast Cancer: 1
- Heart Disease: 8
- Hypertension: 10
- Colon Cancer: 6
- Asthma: 3
- Obesity: 2
- Alcoholism: 3
- Diabetes: 3

Number of Families with Other Diseases in Female Relatives

- Breast Cancer: 2
- Heart Disease: 8
- Hypertension: 12
- Colon Cancer: 2
- Asthma: 2
- Obesity: 6
- Alcoholism: 4
- Diabetes: 2
Participant information is entered into an Access database. Only the Human Genome team and the NPFR senior team have access to the physician and family information. The NPFR team began in November, 2002 and began immediately collecting prostate cancer family surveys. All resources are targeted to Phase 2 states in eastern US.
African American Population Percentile
In NPFR Phase 2 covered states

NPFR Families Collected by Month

- November: 6%
- December: 31%
- January: 19%
- February: 44%
Outreach for Numbers Events

African World Festivals, Faith-Based Conventions, Juneteenth Celebrations, Ethnic Conferences are among the Millions of African Americans who you'll reach. Get knowledge, attitude and likelihood to buy or participate in clinical trials.
50 Hoops / Missouri Black Expo 2003

Nearly 80,000 people attended.

50 Hoops Tournament Leagues for men 30 - 49 and 50 + drew crowds.

Prostate Cancer Screening area packed with men on opening day.
GREETINGS:

It gives me great pleasure to extend my support and best wishes to all of the organizers, volunteers, and participants of the 2003 50 Hoops Prostate Cancer Awareness Basketball Tournament.

Through this event and the dedication of the 50 Hoops organization, men and their families from cities across our nation have been given the resources and the opportunity to live better, healthier lives. This year, 50 Hoops continues its tradition of raising awareness and support for prostate cancer initiatives and research, in addition to uniting the Philadelphia community around a mission of education, prevention, and healthy living.

I thank everyone involved in making this event possible, from the 50 Hoops organization and participating athletes to the dedicated health professionals conducting the cancer screenings. I am confident that together we can raise public awareness about prostate cancer, reduce its threat through prevention and regular screening, and improve the lives of countless individuals with improved treatment. Your continued support makes this goal possible.

On behalf of all Pennsylvanians, I thank 50 Hoops and all who have contributed to the 2003 50 Hoops Prostate Cancer Awareness Basketball Tournament. Best wishes for a successful event as you further your mission of better health and well being for all citizens.

EDWARD G. RENDELL
Governor
July 2003
50 Hoops Tournaments
"As we move into the 21st Century, we are ever conscious that statistics show African American men have a greater incidence of prostate cancer than any other race of men. Also studies show a greater resistance to screening for prostate cancer, especially in the underserved communities." - Ed Sanders, Prostate Cancer Survivor and Co-Founder, 50 Hoops

Chairman's Letter

We’ve come step-by-step over the past seven years to develop an easier more palatable way to get the message out to the underserved communities about the dangers of prostate cancer; especially in the African American communities. We have developed a methodology to act as a conduit between National Human Genome research (looking for subjects and data needed to study this disease) and African American families with a history of prostate cancer, who might qualify for these studies.

Because of the dedication of our staff and the open sharing of our numerous prostate cancer networks, 50 Hoops has evolved and expanded. And, with the acquisition of the National Physician and Family Referral Project (NPFR) in 2002, the substance and depth of our purpose has steadily increased.

In 2003 we found our niche. To increase community participation, we formed alliances with African American Black Expos and Conventions, bringing in tens of thousands - even hundreds of thousands of African Americans. The anticipated competition with major recording artists, celebrities and attractions also at these Expos, was far less than we imagined. On the contrary, the implementation of a prostate cancer basketball tournament dead center of all the activity, was evolutionary in these cities.

We began creating a MODEL for direct COMMUNITY PARTNERSHIP and COMMUNITY ENGAGEMENT in Medical and Scientific Human Genome Research.

We are proud to announce our 2004 direction for the NPFR Project: The creation of Community Based Organizations (CBO) within the 50 Hoops and NPFR communities.

As we continue to offer community and media outreach to locate, identify and recruit African American families for Human Genome Research, we realize, as in any research discipline, we must constantly change and adjust our strategies to better target our mission and goals.

This education and recruitment has become critical to the survival of the family unit, which is why our Theme for The NPFR Project’s Community Based Organization Consortium for 2004 is:

"It’s A Family Affair - Help us FIND THE CAUSE. "

"We recognize that there is a need for increased communication, outreach and education to increase awareness of the symptoms and dangers of prostate cancer in African American men. We are committed to working with our communities to ensure that African American men have access to the latest screening technologies and information necessary to reduce the risk of prostate cancer."

We know this country has a long way to go and we at 50 Hoops will continue our relentless efforts to eradicate prostate cancer in our African American males.

Chairman's Letter
1998: 50 Hoops began in Dallas, TX, with a prostate cancer educational campaign supported by Dr. Claus Roerborn, Professor and Chairman of the Department of Urology at the University of Texas Southwestern Medical Center at Dallas, and a handful of national corporations. Within a year, 50 Hoops grew, drawing and educating men 50+ about prostate cancer. Within a basketball environment, 50 Hoops utilizes quarters and half times for medical professionals to encourage dialogue with audience about prostate cancer attitudes in the community. The American Foundation for Urologic Disease (AFUD) was our 501c3 partner.

1999: 50 Hoops went to Atlanta, GA, in 1999. A prostate cancer awareness Health Fair was added with Educational Exhibits and workshops targeted to men 50+ and their families. Dr. Jim Bennett, Midtown Urology, head of the Atlanta African American Hereditary Prostate Cancer (AAHPC) study network offered PSA and DRE screening. He also introduced 50 Hoops to the National Medical Association (NMA). This provided 50 Hoops National Prostate Cancer Baskethall Tournaments with a prototype for growth.
"Please accept this formal confirmation that the American Foundation for Urologic Disease has been working with 50 Hoops since it's inception in 1998... and the attached 501(c) (3) certification may be used for the benefit of 50 Hoops. 50 Hoops is in a novel position to bring prostate cancer awareness and education to the underserved and African American communities, and we support their efforts in prostate cancer awareness." — Thomas M. Bruckman, Executive Director & CEO, AFUD

Prostate Cancer is an epidemic disease, striking a disproportionately high number of Latino men who suffer from this disease. By supporting Prostate Cancer awareness activities such as 50 Hoops, you will help the fight against prostate cancer." — Edward James Olmos, Actor

"This year, over 200,000 new cases of prostate cancer will be diagnosed and nearly 30,000 men will die from prostate cancer. This is alarming in light of the fact that African American men are 63% MORE likely to contract this deadly disease...you have an opportunity to learn all you need to know about prostate cancer in the upcoming months through organizations...such as 50 Hoops. This is my personal request that you PLEASE support this prostate cancer event—both financially and by attending and learning more about prostate cancer." — Lou Gossett, Jr., Actor

2000: The NMA invited 50 Hoops to their national convention in Washington, D.C. and requested we serve as a community outreach agent for prostate cancer awareness and education in this community. This was the first time the NMA utilized a city prostate cancer outreach at a national convention. 50 Hoops’ approach to prostate cancer awareness (with prizes and games) continued to help "physician" men overcome their fear and resistance to prostate cancer screening. Most importantly, the community seminars educated men while rewarding them for learning more. Two ears of prostate cancer screening has been successfully targeted to the underserved communities. This year, 50 Hoops was introduced to Dr. Georgia Dunston, Director, National Human Genome Center at Howard University, who encouraged our development of recruitment of African American families to qualify for national human genome research studies in prostate cancer as well as other ethnic-specific diseases. It was this year that 50 Hoops made plans for extension of our purpose into community and media outreach for Prostate Cancer Human Genome Studies involving African American families.

"You must be thinking about the future...You know its coming... and we must be ready...This is the time to continue and grow..." — Dr. Glenda Sumner, Chairman of the Board, NMA

"Congradulations and best wishes to you (50 Hoops/NPF), Dr. Isaac Powell and the whole "motor city" team for a successful and superb 50 Hoops Detroit 2001! We are extremely delighted to work in partnership with 50 Hoops and NPF to raise community awareness of prostate cancer and lower anxiety about participation in genetic studies of this disease...Here's hoping that your cap will overflow with...companies ready to invest in the National Physician & Family Referral Project, a wonderful way of getting the community involved in new and challenging opportunities to make a difference in improving the quality and quantity of health care in our community." — Dr. Georgia Dunston, Director, NIHRI

2001: Dr. Isaac Powell, Associate Professor, Department of Urology, Karmanos Cancer Institute, Detroit, MI., offered new insights about attitudes related to prostate cancer education. Dr. Powell and The Barbara Ann Karmanos Cancer Institute team did PSA and DRE screening. The result was, with testing they obtained two possible families that met the criteria for the historic African American Hereditary Prostate Cancer (AAHC) study. 50 Hoops broadened its offering to add mandatory follow-up treatment by the host hospital for men screened at the event.

50 Hoops became a tax exempt, 501(c) (3) organization at the end of 2001 and made a new acquisition: The National Physician and Family Referral (NPF) Project. The NPF Project is a national physician, community and media outreach for African American prostate cancer patient & family recruitment.

GEORGIA M. DUNSTON is Professor and Chair of the Department of Microbiology at Howard University College of Medicine, where she has been on the faculty since 1972. She received the BS degree in Biology from Norfolk State University, MS in Biology from Tuskegee University, and PhD in Human Genetics from the University of Michigan. She conducted postdoctoral work in Tumor Immunology at the National Institutes of Health, in the Laboratory of Immunogenesis, National Cancer Institute. In 1995 her interests in the biotechnological significance of genomic polymorphisms in African-Americans led her to establish the Human Immunogenetics Laboratory at Howard University. She has served on the National Advisory Council for the National Institute of Environmental Health Sciences, the Genetic Basis of Disease Review Committee for the National Institute of General Medical Sciences, and a member of the National Academy of Sciences Review Committee on Human Genome Diversity Project. Her research interests in the biomedical implications of human genome variation is the basis of current efforts to build national and international research collaborations focusing on the genetics of diseases common in African Americans. Since 1990, Dr. Dunston’s work on Genomic Research in African American Pedigrees has been central to her current role as program director of the African America Diabetes Mellitus (AADM) Study Network and the African American Hereditary Prostate Cancer (AAHPC) Study Network. AADM is an international collaborative research project involving medical scientists at Howard University (HU), the National Human Genome Research Institute (NHGRI), and five west African medical centers, two in Ghana (Accra and Kumasi) and three in Nigeria (Lagos, Ibadan, and Enugu). The goal of AADM is to map genes underlying susceptibility to type 2 diabetes. The AAHPC study network is a national collaborative involving investigators at HU, the NHGRI, and medical scientists at Collaborative Recruitment Centers in Chicago IL, Detroit MI, Atlanta GA, New York NY, Columbia SC, and Houston TX, working together to find genes underlying susceptibility to prostate cancer. Genetic studies of diabetes and prostate cancer forms the core of a collaborative research program between investigators at Howard University and the National Human Genome Research Institute, NIH. In 1998, through University and NIH support, the National Human Genome Center at Howard University was formed, with Dr. Dunston as Acting Director. Dr. Dunston has published several articles in professional journals and been invited to speak on her research at universities and conferences in the U.S. and abroad.

As you know, I have a vested interest in prostate cancer awareness. Friends, family and acquaintances, and now myself, have been found to have prostate cancer. Some of us have found out in time, others are counting their days simply because they were not educated to all the facts about prostate cancer. Any organization supporting 50 Hoops will help in research, education and fight against this deadly disease." —Don Nelson, General Manager/Head Coach, Dallas Mavericks

Letter from Senator Raymond M. Murphy of Michigan to Mayor Dennis W. Archer, Mayor of Detroit, 2001: “Prostate cancer is an epidemic disease... by supporting prostate education and awareness offered by 50 Hoops 2001, we as a state and city can help the fight against prostate cancer... I am asking you personally to respond to this appeal by supporting 50 Hoops' workshops, playing on a team or contributing your time... You can be a part of a very dynamic and historic event in Detroit.”

“There is a critical need for Black men to make themselves available for medical research... to find the cause of prostate cancer. The mental roadblock is, of course, the Tuskegee experiments, and we do have a way about moving past that ordeal. But black men need to be screened, tested and evaluated for prostate cancer if they want to live beyond middle age... We’re leaving no stone unturned in our efforts. That’s why we’re using basketball to get the "brothers" out.” - Dr. Isaac Powell, Karmanos Cancer Institute, Detroit, MI.
2002: The year 2002 was an EXPLOSIVE year for 50 Hoops causing expansion in all directions (see 50 Hoops and NPFR Presentations under "Description"). 50 Hoops was held for the first time in Philadelphia, PA with three cancer centers lending support. Fox Chase Cancer Center was host and provided valuable screening and consultation.

"Fox Chase Cancer Center and Fox Chase Temple Cancer Center are leased to invite 50 Hoops to the great city of Philadelphia this summer. We believe Philadelphia is an ideal location for this event. We have a strong commitment to the health of our community and informed and organized African American population; with enduring and a passionate focus on prostate cancer education." - Wallace Young, Director, Community Affairs, Fox Chase Cancer Center, Philadelphia

Community Leader Breakfasts were included as part of 50 Hoops' kickoff in Houston, Detroit and Philadelphia. Following programs in each city, local and national evaluations were introduced, allowing us to query our audiences, hosts, participants and sponsors. As a result, 50 Hoops tournament introduced: (1)Younger Men competing in basketball (aged 30 - 49); (2)Women's competition (age 21 - 39), (3) A "Team of Churches" program which included a Minister Shoot Out, church teams and speakers, and (4) Prostate cancer education this year was more heavily focused on women and men's INTERACTIVE seminars and workshops.

NPFR began ongoing collaboration with the National Human Genome Research Institute at Howard University, and other National Human Genome Centers across the country. NPFR also developed a kiosk presentation for on-site use.

Since breast cancer screening was also added in Philadelphia, strong community ties were forged to bond long term relationships for future 50 Hoops initiatives.

*As the principal investigator of the Houston site of the AAHPC Study and Associate Professor in the Department of Urology at the University of Texas M.D. Anderson Cancer Center, we are very interested in novel methods for getting the message out about early detection and education, 50 Hoops unique approach of incorporating basketball with education certainly 'fills the bill' and one look forward to working with your organization* - Dr. Curtis Pettaway, Associate Professor, Urology, UT MD Anderson Cancer Center

"The Kappas continue to be a forerunner in the fight against prostate cancer. In 1999 we embarked on a Prostate Cancer Global Awareness Campaign with famed entertainer and activist, Mr. Harry Belafonte. The project kicked off on Capitol Hill with a major press conference. Since that time, we have traveled to dozens of cities with Mr. Belafonte, the Mayor of Denver and Louis Stokes, Retired U.S. Congressman (OH) ..This year we have partnered with an outstanding prostate cancer awareness event: 50 Hoops. We want to infiltrate our whole organization with this message- Get Screened, Know Your Treatment Options and Help us (50 Hoops/NPFR) FIND THE CAUSE, " -Richard Snow, Executive Director of Kappa Alpha Psi, Inc., and board member of 50 Hoops

2003: 50 Hoops soared to new heights and spread our wings. 50 Hoops was part of the highly successful Missouri Black Expo, which brings thousands of African American consumers and businesses together. Our first 50 Hoops Franchise city event was born in Philadelphia. We also added women's tournament (21-49) and younger men's Tournament (30-49).

*I am writing to tell you more about 50 Hoops, which has selected your city. In August 2003, the Alvin J. Siteman Cancer Center (SCC) partnered with 50 Hoops, the Missouri Black Expo and the 100 Black Men to hold the 50 Hoops signature basketball tournament and health fair promoting prostate cancer awareness and screening in St. Louis. At this event SCC screened over 180 men for PSA and accrued more than 100 participants for various clinical studies... We plan to continue our relationship with 50 Hoops in the future and I would be happy to speak with you about our experience." - Brian E. Springer, MHA, Director of Research and Business Administration, A.J. Siteman Cancer Center

"50 Hoops is an important infusion into prostate cancer awareness...the state of Missouri is currently working on legislation which affects this disease, and we are pleased to be an ongoing part of this effort." - Senator Pat Dougherty, State of Missouri

"It has been an remarkable experience adding 50 Hoops to the Missouri Black Expo. As a 100 Black Man, I understand the importance of early detection and screening. The MBE is a family event, and 50 Hoops, with its unique tournament and workshops has given substance to our health offering of prostate cancer here in Missouri." -- Tom Bailey, CEO, Missouri Black Expo.

GOAL of NPFR Project CBO Coalitions: To identify and develop core groups within the community with contacts and resources to locate African American families with a history of prostate cancer and to collaborate with National Human Genome Scientists for local resources to find these families and qualify them for prostate cancer research.
50 Hoops National Prostate Cancer Awareness Tournaments

What this means for 50 Hoops is first, that the 2004 National Prostate Cancer Awareness Basketball Tournament s will premier in four new cities, including three major Black Expos traditionally drawing over 500,000 participants (mostly African Americans. This expansion opens new doors for prostate cancer education and resource community leaders.

Armed with these human resources, 50 Hoops can begin creating links throughout the country for a National Survival Guide Network in which the SGS Series will be used to develop and the NPFR Community Based Organizations.

Second, the tie between 50 Hoops and NPFR is directly related to helping create and bring together the human assets within these communities to educate and empower community partnership and engagement in Prostate Cancer Education and Research. This historic expansion of 50 Hoops is further supported by our existing national networks.

National Physician and Family Referral Project

The year 2004 will mark the formation of a “Community-Based Organization” doing community-based research, under the guidance of and with direct interface with the National Human Genome Scientific Research Team.

Moving the NPFR Project to a new level, the local NPFR Project’s CBO will actively develop networks at the community level, and form organized groups to sensitize the community to prostate cancer and it’s impact with the Survivor Guide Seminar Series and the orientation and recruitment presented at this educational event.

These local community leaders will actively participate in the media outreach as they appear in local media from billboards to the Internet-- recognized by people in their community as an active participant in community research to FIND THE CAUSE for prostate cancer in this lifetime.

The National Human Genome Institute at Howard will collaborate with the NPFR Project’s CBO s, to help organize and facilitate their connection with scientific research.

Looking Ahead Summary:

To form community based groups to pull in people and resources from their community to identify physicians and families with a history of prostate cancer.

To serve as the NPFR PROJECT community-based connection for Human Genome networks which need family collaboration.

Ultimately, OUR SUCCESS IS IDENTIFYING and setting up COMMUNITY BASED GROUPS to develop tools to outreach the community to find families for Prostate Cancer Human Genome research. The community now has a role in solving the problem of prostate cancer through it’s Participation in both Education and Research.

Research is part of the information source needed by Human Geneticists. They need to know what’s happening and what “research resources” are available in the universe. Research on all levels is the way we gain new knowledge. Knowledge is power and how to apply knowledge to solve the problem is what we are doing as NPFR raises the ROLE AND POWER of community-level PARTICIPATION in Human Genome research.

Past and Present

| Lewis-Gale Medical Center, Salem, VA         | Lewis-Gale Clinic, Salem, VA             |
| M.D. Anderson Cancer Center                  | National Human Genome Center at Howard Univ. |
| Karmanos Cancer Institute                    | Prostate Cancer Education Council        |
| Fox Chase Cancer Center                      | University of Texas Southwestern Medical Center |
| Fox Chase-Temple Cancer Center                | American Foundation for Urologic Disease (AFUD) |
| Alvin J. Siteman Cancer Center                | Methodist Hospital of Dallas             |
| University of Pennsylvania Cancer Center      | Kappa Alpha Phi Fraternity (cities)      |
| Mayor and City of Lancaster (TX)             | 100 Black Men of America                |
| State Senator Patrick Dougherty (MO)         | Us Too                                   |
| American Cancer Society (selected cities)    | St. Louis Black Expo, Inc               |
| (Man -To-Man Program)                        | PAACT                              |
| National Association of Negro Business       | National Council of Negro Women         |
| & Professional Women’s Clubs                 | Veteran’s Administration Hospitals (cities) |
| National Medical Association (NMA)           | NPCC                                |
| Prostate Cancer Education Council (PCEC)     | PCAW                                |
| Darville Memorial Hospital, Darville, VA     | T.H.E. Clinic, Los Angeles, CA         |

Over the Years:


Centrum Silver  Kraft Foods  Bronner Brothers  American Airlines
IV. Summer Tournaments

Championship Teams

Philadelphia &
St. Louis
Ed Sanders (r) and Wallace Young (c) Fox Chase Cancer Institute, prostate cancer survivors awaiting for TV Interview
IV. Summer Tournaments

Some of Our Local and National Sponsors

- Endocare
- Bayer
- Aventis
- Merck
- Pfizer
- Novartis
- Abbott Laboratories
IV. Summer Tournaments

Some of Our Previous Hosts

- Barbara Ann Karmanos Cancer Institute
- Midtown Urology
- Southwestern The University of Texas Southwestern Medical Center at Dallas
- Fox Chase Cancer Center
- Siteman Cancer Center

A National Cancer Institute-Designated Cancer Center
V. Prostate Cancer Health Fair & 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.
V. Prostate Cancer Health Fair & Education

Some “SLAM DUNK” PRIZES contributed by:
V. Prostate Cancer 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. The 50 Hoops SPOTLIGHT on Heroes, Heroines and Superstars features prostate cancer survivors and their families telling about experiences with disease. Admission is free to the public.
VII. National Physician & Family Referral (NPFR) Project

Traditional Media

Media packets are sent to nearly 50 publications, radio and TV stations in each surveyed city.
VII. National Physician & Family Referral (NPFR) Project

Progress
Raw statistical results from our *proven* approach

- 73% of Doctors 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
  - Breast Cancer
  - Hypertension
  - Heart Disease
  - Asthma
  - Obesity
  - Alcoholism
  - Or - Multiple of above
VII. National Physician & Family Referral (NPFR) Project

Millennium Media

Website links to:
prostate cancer and African American websites, online newsletters, physician sites, interactive medical and health related sites, newsgroups, online radio and conference sites
50 Hoops + NPFR Project
FIND THE CAUSE
50 Hoops Summer UPDATE

Philadelphia

Thanks to all for a successful 50 Hoops 2003 Tournament and Health Fair. 50 Hoops had a 70% increase over last year's screening. Nearly 100 men were screened for prostate cancer and two dozen women for breast cancer.

Special Thanks to:
- Wallace Young, Chairman
- Linda Hammell
- Karen Carter
- Richard Lee Snow
- LaTanya Robinson

St. Louis

St. Louis Advisory Team

Brian Springer, Director, Siteman Cancer Center
Dr. Hugh Stallworth: St. Louis Department of Health
Mr. Rodney Wead: Grace Hill Community Development
Chief Sherman George: St. Louis Fire Department
Mr. Derek Ward: American Cancer Society
Mr. Mel Sanders, Kappa Alpha Psi - St. Louis
Mr. Adolphus Pruitt: Regional Pan Hellenic Council, Kappa
Mr. Lee Coleman: East St. Louis Media
Mayor Frankie Searberry (Centerville) E. St. Louis Participation

50 Hoops Spotlight on Prostate Education: A Parade of Heroes, Heroines and Superstars

Persons affected by prostate cancer, and health professionals knowledgeable about enlarged prostate problems (BPH) can address the audience in 60-second presentations (90 seconds max).

Share your story of fear, education, personal and emotional experiences, ending with what person has learned and why prostate cancer education is important.

To qualify, the person must be a relative or health care professional, and/or have had a close personal experience with prostate cancer or have scientific knowledge about BPH, its symptoms and treatments.

Dallas

Lancaster, Texas

50 Hoops will be held at the Lancaster Parks & Recreation center on September 6, 2003. Prostate Cancer Education Council (PCEC) is assisting with educational information. The Veteran's Administration (VA) Hospital and Parkland Hospital will contribute speakers for 50 Hoops.

Lancaster Mayor Joe Tillotson and the City of Lancaster will be helping by recruiting teams and volunteers for the games.

50 Hoops Sponsors for 2003
- Fox Chase Cancer Center - Philadelphia
- Siteman Cancer Center - St. Louis
- Endocare
- Abbott Labs
- Merck
- Novartis
- TOSOH Medics
- Pfizer
- Aventis Pharmaceuticals
- GlaxoSmithKline
- OSI Pharmaceuticals
- UPenn Cancer Center
- Bayer Pharmaceutical

Laptop COMPUTERS WILL BE GIVEN AWAY IN ALL CITIES as a Grand SLAM DUNK PRIZE.
50 Hoops 2003 - Lancaster, Texas

* 50 Hoops' Prostate Education Exhibit

* 50 Hoops Heroes, Heroines & Superstars Survivors Mr & Mrs. Hunter and Mr. & Mrs. Kemp

* Lancaster Mayor Joe Tillotson and wife Marge, join Susan Anderson, Carol Strain-Burke and Lancaster Community Center Board Member

* Ed Sanders gives certificate of appreciation to State Senator Bob Duell

Ed and Pat Sanders welcome Lancaster Mayor Tillotson and wife, Marge

Veteran Administration Hospital Urologist Dr. Janice Collins talks candidly to men at 50 Hoops and discusses personal issues about prostate cancer
Mayor Joe Tillotson and wife Marge turned out to welcome 50 Hoops as the city’s official prostate cancer education site. The Dallas-based nonprofit held its sixth annual basketball tournament and health fair at the Lancaster Recreation Center to raise awareness of prostate cancer. Pictured (from left) are 50 Hoops founders Ed and Pat Sanders with the Tillotsons.
Office of the Mayor
City of Lancaster

Proclamation

WHEREAS, in the year 2003, the month of September is declared National Prostate Cancer Awareness Month, and

WHEREAS, in the year 2003, approximately 198,000 men in the United States will learn that they have prostate cancer and, across the nation, prostate cancer is the most commonly diagnosed non-skin cancer in men, and

WHEREAS, approximately 31,500 men will lose their lives to this disease this year, and one in six men in the nation are at risk of prostate cancer during their lifetimes and,

WHEREAS, in the year 2003, in TEXAS, 12,500 men will be diagnosed with prostate cancer, and 2,000 will die from it, and

WHEREAS, about 25 percent of prostate cancer occurs in men under the age of 65, during their prime years as work, and

WHEREAS, at any age prostate cancer devastates families, through loss of income, partnership and support, and

WHEREAS, prostate cancer leaves too many parents, women, children and other family members without a man they love, and

WHEREAS, prostate cancer has accounted, on average, for 15 percent of the nation’s cancer burden and 15 percent of male cancer deaths, it has received, on average, only about 15 percent of the funds this nation commits to cancer research, and

WHEREAS, the 50 Hoops Prostate Cancer Awareness Program, The Dallas Chapter of The American Cancer Society, and the City of Lancaster have collaborated to increased awareness and use of early detection practices by men to controlling prostate cancer, accompanied by the Methodist Hospitals of Dallas Prostate Screening and Awareness Program,

NOW, THEREFORE, I, JOE TILLOTSON, Mayor of the City of Lancaster, do hereby proclaim September 2003 as:

PROSTATE CANCER AWARENESS MONTH IN THE CITY OF LANCASTER, TEXAS

and urge all men in LANCASTER to become aware of their own risks of prostate cancer, talk to their health care providers about prostate cancer and, whenever appropriate, get screened for the disease. I further encourage all residents to become involved in the war on prostate cancer through this city’s education and advocacy initiatives.

Signed this 10th day of September, 2003

Mayor, the City of Lancaster
50 Hoops

Temple University – McGonigle Hall
(Broad Street & Montgomery)

To benefit Prostate Cancer Awareness

GET READY
July 12, 2003
10am to 5pm

Gifts and Prizes given away every 30 minutes

*Men Aged 50+
Basketball Playoff Games
*Men 35 - 49 Competition for Prizes
* Minister FREE THROW for SUPER Prizes!

Free Prostate Screening provided by
Fox Chase Temple Cancer Center

Toll Free Hotline: (800) 677-8429
Register to Play- Deadline June 14
Prostate cancer study seeking black subjects

Wave Staff Report

LOS ANGELES — A nationwide search is underway to find African-American families with a history of prostate cancer to participate in a research survey.

The National Physician and Family Referral Project recently launched its “Find the Cause” Campaign to recruit 100 participants by March 31. The research will focus on hereditary causes of prostate cancer in black men.

African-American men die twice as fast from the disease as other races of men, said Patricia Sanders, a co-founder of the program and the wife of a prostate cancer survivor.

Researchers are looking at genetics as the primary cause within the black male population, according to officials.

Recent studies on prostate cancer done at the National Institute of Health indicates that some men with prostate cancer may also have male relatives with the disease. Having access to information and funding is critical in fighting the disease, she said, because lives have been saved through early detection of the disease.

In a previous study involving 100 men, only two were African American. In both cases, prostate cancer was found in other family members.

The new study will allow researchers to examine how the disease specifically affects African-American men. It is the only genetic study of its type currently being done.

African-American survivors of prostate cancer, those who know a relative that has survived prostate cancer or know of a doctor treating prostate cancer patients are asked to call (800) 677-8441.

Faith, Early Detection Saves Chip Murray

By Veronica Mackey

At 73, Dr. Cecil “Chip” Murray looks like a picture of health. Donning an African print vest and full white beard, the senior pastor of First African Methodist Episcopal Church (FAME) in Los Angeles has the exuberance of men half his age. It is one of the qualities that helped him survive his recent bout with prostate cancer.

“Faith is the healing medicine that takes away the fear. When you combine medicine with faith, then you have a good chance of the fullness of healing,” Dr. Murray said. “So, after the diagnosis in early September and the recommendation of a radical prostatectomy, I simply went into my faith mode and said let’s go with it.” He has suffered from an enlarged prostate for more than 50 years.

Prostate cancer hits about 200,000 men a year and is easily cured when diagnosed early, according to the American Cancer Society. Once it spreads to the skeleton, it becomes fatal and kills more than 30,000 men a year. It is diagnosed through a digital rectal exam (DRE) and by checking the prostate specific antigen (PSA) levels that measure cancer cells in the blood. Anything over 4 is considered elevated.

African American men are more than twice as likely to die of prostate cancer than other men. Scientists at the National Human Genome Center are studying genetics as a primary factor in explaining the higher risks. “They (Human Genome Center) are now in the process of fixing the genes that cause all kinds of cancer and diabetes,” Dr. Murray said.

The National Physician & Family Referral (NPFR) Project is currently recruiting black prostate cancer survivors and their families to participate in a survey to determine if they qualify for the study. NPFR co-founder and prostate cancer survivor, Ed Sanders, said women are often the keys in getting their men to go to the doctor. Reluctance has been a stumbling block to early diagnosis.

“I ask men if they want to be macho, or if they want to be dead,” Sanders said. Since his diagnosis in 1995, his brother, brother-in-law and barber have all been hit by the cancer.

Being pro-active, the man of faith said, is critical to survival. Making changes in diet, exercising and getting medical care are extremely important. “I encourage our men...
Hi Pat,

Hope you are well! Here is my interim report for the first 50 Hoops in St. Louis.

At the SCC, we were very pleased with the results. We provided PSA screening for 180 men, about 105 on Saturday and 75 on Sunday. Of these men, 10 had PSAs of 2.5 or greater, with several of these men have significantly higher PSAs. These men were contacted within one week for follow-up by our Division of Urology. We are awaiting printed cards to send out the normals, which should be mailed within a month of the screening dates. In addition, we enrolled 111 people in other clinical studies (most of these were men who were already receiving PSA screening).

This event allowed us to collaborate with 50 Hoops, as well as the Missouri Black Expo (MBE) and our local 100 Black Men chapter. This collaboration was very positive and I feel was of great benefit to our community. It seems that the demographics of the MBE do not match perfectly with the target population for PSA screening. Our biggest success came from the 100 Black Men walk, which will be much bigger next year. We also learned recruitment strategies that really helped us in day 2 that would have also helped for day 1. It seems like it would be a good idea to also explore the Baptist Convention as a potential 50 Hoops site, perhaps in addition to the MBE.

As we discussed, we will probably want to explore different media brokers, such as using the existing infrastructure at SCC. We also very much appreciate the media coverage we received with 50 Hoops, the MBE, and the 100 Black Men.

I will be discussing the results of 50 Hoops and future steps at the SCC Senior Leadership meeting on 08/26/03, and I will let you know the outcomes.

Take care,

Brian C. Springer, MHA
Director of Research and Business Administration
Alvin J. Siteman Cancer Center
Campus Box 8100
660 S. Euclid Avenue
St. Louis, MO 63110
Office: (314) 454-8943
Fax: (314) 454-8051

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Kappa Alpha Psi, Inc are National Partners and Sponsors of 50 Hoops 2002. The Philadelphia Men’s Conference Breakfast (coordinated by Attorney Maria Davis) introduced 50 Hoops to Philly and surrounding states. Richard Snow (c) Global Executive Director is joined by Wilmington, DE, Kappas Zackariah Lingham Health Committee (1) and Clarence S. Bennett, Wilmington Polemarch

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50 Hoops Sponsors
Philadelphia
- Kappa Alpha Psi, Inc
- Fox Chase Temple Cancer Center
- Temple University
- University of Pennsylvania Cancer Center
- Candlewood Suites
- Abbott Labs
- Novartis
- Merck
- Bayer
- AstraZeneca
- Pfizer
- NABPWC
- African American Hereditary Prostate Cancer (AAHPC)/Study

Prizes: Popeyes Chicken, Embassy Suites, *General Motors (working on)
March 14, 2001

Ed and Pat Sanders
Founders
50 Hoops
14999 Preston Road #212-184
Dallas, TX 75240

Dear Ed and Pat:

As you know I have a vested interest in prostate cancer awareness. Friends, family and acquaintances, and now myself, have been found to have prostate cancer. Some of us have found out in time, others are counting their days simply because they were not educated to all the facts about prostate cancer.

You have an opportunity to continue to spread the word as you move into Detroit, your fourth year, and talk with the NBA about their organizational support.

I can only say to those organizations that by supporting prostate cancer awareness such as 50 Hoops, they will help in the research, education and fight against prostate cancer.

Best wishes,

Don Nelson

DN/pr

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HEALTH

African American Men Sought for Prostate Cancer Study

A nationwide search is underway to find African American families with a history of prostate cancer. The National Physician and Family Referral (NPFR) Project recently launched its "Find The Cause" Campaign to recruit 100 participants. The human genome research will focus on hereditary causes of prostate cancer in black men.

African American men die twice as fast from the disease than other races of men. Researchers are looking at genetics as the primary cause within this male population. Having access to information and funding is critical in fighting this disease because lives have been saved when detected early.

"I'm really concerned about prostate cancer. Too many of us are not getting the message," said U.S. Rep. Maxine Waters. "Our men should start getting screenings by age 40. If not, some of them are going to die. My husband gets his check up twice a year."

Recent studies on prostate cancer done at the National Institute of Health (NIH) indicate that some men with prostate cancer may also have male relatives with this disease. In a previous NIH study involving 100 men, only two were African American. In both cases, prostate cancer was found in other family members. The new study will allow researchers to examine how the disease specifically affects African American men. It is the only genetic study of its type currently being done.

"It is extremely important that more African American families with prostate cancer be included in national studies so that we can find out if this disease does run in the family of more African Americans," said Patricia Sanders, NPFR co-founder and wife of prostate cancer survivor, Ed Sanders.

The Sanders started a national prostate health fair and basketball tournament in 1995. The organization provides education and access to free screening to underserved populations through its partnerships with major cancer hospitals and universities.

While breast cancer has attracted strong media coverage over the past few years, prostate cancer has lacked the notoriety necessary to significantly increase awareness.

If you are an African American survivor of prostate cancer, a relative of a survivor, or a doctor treating prostate cancer patients, please call the toll-free hotline at (800) 877-8441 or visit the website at www.npfrresources.com.
AWARENESS IS HALF THE BATTLE

50 Hoops National Prostate Cancer Awareness Basketball Tournament and Health Fair 2004

In the 7th season of its fight against prostate cancer, the 50 Hoops Basketball Tournament, hosted by UM/Sylvester, comes to Northwestern High School in Miami on SATURDAY, JUNE 12, 2004

Featuring...
• 50 Hoops Basketball Tournament: men ages 30-49 and 50+, women ages 21-49
• Food, prizes, & giveaways
• Free prostate cancer screenings

For more information or to register for the tournament, call 1-800-677-8429 or visit www.50hoops.org.
Mayor Daley's Senior Games

Chicago Games 2004
Partnering with Real Men Cook Charities

Public Service Announcement
Damon Harris, formerly of the Temptations (center) with Miami Prostate Cancer Survivors
Ed Sanders, Co-founder 50 Hoops/NPFR: Guest Speaker

National Baptist Convention 2004
Real Men Cook Foundation for Prostate Cancer Awareness - Los Angeles, CA

NPFR Guest Speaker 2004- Physician Referral Project
Philadelphia Dinner Lecture Series
50 Hoops Making A ‘Slam Dunk’ Against Prostate Cancer

Getting a man to the doctor’s office is a challenge for many women. There are so many reasons not to go. Health experts place prostate cancer as the number two cancer killer among men. Who wants to risk finding that out?

The fact is, though, death is a very real alternative. For African American men, the risks are doubled. Fortunately, Dallas area men can get screened for free, and while they’re at it, show their prowess on the basketball court, and maybe even win prizes.

It all happens on Saturday, September 18 when 50 Hoops comes to the Lancaster Parks and Recreation Center, 1700 Veterans Memorial Pkwy. Now in its seventh year, 50 Hoops is a nationally successful basketball tournament which has been staged in Dallas, Miami, Philadelphia, Washington DC, Atlanta, Houston, Detroit, and St. Louis to draw attention to prostate cancer and provide free screenings through partnerships with major cancer hospitals. Founded by Dallas couple Ed and Pat Sanders, its mission is to help men nationwide gain access to free screenings and information who might otherwise go untreated.

This year, 50 Hoops will be broadcast live by 94.5 KSOU from 10 a.m. until noon. Popular jock Tony B. will host the broadcast and will also appear on billboards around town. Damon Harris, a former member of the Temptations and a prostate cancer survivor, will be the celebrity guest speaker.

Any man 30 and older is eligible to play on a team. However, the main event features guys 50 and older in three-on-three half-court competition. The idea of seniors racing around the court sometimes draws laughs, “but there are still guys out there who have game,” Sanders said. A prostate cancer survivor and former international basketball player, Sanders said 50 Hoops is a perfect venue for combining his passion for sports with his wife Pat’s background in public relations.

The events are highly imaginative, blending sports, entertainment, education, celebrities and prizes, “It’s a way for men to get the help they need in a casual and fun setting,” Pat said.

Methodist Health Systems will provide free prostate cancer screenings for men 40 and older. The Carter Blood Drive will bring its mobile unit to the event from 10 a.m. until 2 p.m.

The 50 Hoops has been designated the official prostate cancer education site for Lancaster by the Prostate Cancer Education Council (PCEC), a coalition of physicians, health educators, scientists and patients. The event will kick off Prostate Cancer Awareness Week, September 19-25.

To help find the cause for disproportionately high rates of prostate cancer in Black men, 50 Hoops has formed a community and media outreach program called the National African American Family Referral NPF R Project that recruits African American families for participation in human genome studies. The unique studies target African American families with a history of prostate cancer.

Since his diagnosis in 1995, Sanders’ brother, brother-in-law and barber have been hit by the disease. Signs of prostate cancer are not always obvious, so African Americans are encouraged to start getting screened at age 40—a full ten years before white men.
Come out to the 50 HOOPS National Prostate Awareness Basketball Tournament

Sponsored by 94.5 KSoul Sat., Sept. 18, 2004

Featuring Tony B. and “On the Scene”

Lancaster Community Center – 1700 Memorial Parkway, Lancaster, TX
Official Prostate Cancer Awareness Week Screening Site

1-800-688-8429 www.50hoops.org e-mail: info@50hoops.org

FUN, FOOD, PRIZES AND FREE PROSTATE CANCER SCREENING BY

- Black men are at highest risk for prostate cancer.
- September is Prostate Cancer Awareness Month.
- Bring a friend.

Tony B
Fun, Games, Food, Prizes All Day!

Basketball Tournament INCLUDES
*Men 50 and over  *Men 30-49  *Women 21-39
Health Fair, Exhibits, Workshops and FREE Screening

June 12, 2004
10am – 4pm
Northwestern Sr. High School
1100 NW 71st Street, Miami, FL 33150
Prostate Cancer 101
Dinner Lecture Series

Presented as part of the NPFR Prostate Cancer Survivor Guide Seminar Series

Sponsored by

Prostate Cancer and Clinical Trials

National Black Leadership Initiative on Cancer II

Friday, October 29, 2004
You are cordially invited to attend this “By Invitation ONLY” FREE event

Loew’s Philadelphia Hotel:
Grand Ballroom, 1200 Market Street
Philadelphia, PA 19107

1 4:30 - 6:00: Registration, Networking Reception
1 6:00 - 8:00: Dinner Lecture 101

Distinguished National Lecture Panel:
- Mr. Tom Anderson, Temple University, Survivor
- Chanita Hughes Halbert, PhD, UPenn
- Mr. Wallace Young, Fox Chase
- Michael A. Daniels, MD, Urologist, Survivor
- Mr. Glenn Ellis, Strategies for Well Being
- Chiledum Ahaghotu, MD, National Human Genome Center at Howard University
- Mr. Robert Nelson, Philadelphia, OIC
- CELEBRITY SURVIVOR: Mr. Damon Harris, Former Temptations
- Founder, 50 Hoops Prostate Cancer Tournaments: Ed Sanders, Survivor

MODERATOR
Dr. Lawrence Robinson
City of Philadelphia Health Department

RSVP: 1-800-677-8441 no later than 10/21/04