

PHEN

Prostate Health Education Network, Inc.



For Immediate Release
January 7, 2011

PHEN to Reach Prostate Cancer Survivors and National Audience through Live Monthly Webcasts, in Partnership with Dana-Farber Cancer Institute

Nonprofit Group is one of the First to Use live Webcasts to Bring Prostate Health Education and Awareness Message to a National Audience

(Boston, MA) –Jan. 7, 2011— The Prostate Health Education Network, Inc. (PHEN) announced today that it will expand its education and awareness outreach nationally through live monthly webcasts, in partnership with the Dana-Farber Cancer Institute. According to PHEN, knowledge is the key to beating prostate cancer, and it is therefore one of the first prostate cancer organizations to use webcast technology to broadcast live to a national audience. These webcasts will kick-off on January 12, 2011, at 6:00 p.m. ET.

“African American men are at the highest risk for prostate cancer and one of our major challenges is connecting with them where they live, work and worship,” said Thomas A. Farrington, PHEN’s president and founder, and a ten year prostate cancer survivor. “These live monthly webcasts are a major breakthrough for us, and our efforts towards eliminating the African American prostate cancer disparity. We will now bring together survivors, newly diagnosed men and their families, from across the country, in a forum where they can interact with us and have Q&A with the group in real-time.”

The first webcast will be broadcast on January 12, 2011 and will feature Dr. Philip Kantoff, Chief, Clinical Research Officer and Chief, Division of Solid Tumor Oncology at Dana-Farber, who will speak about the new prostate cancer immunotherapy vaccine, Provenge, and indications from clinical trials, of an increased benefit for black men. He will also speak about new immunotherapy clinical trials, which will be available for enrollment in 2011.

Future webcasts are scheduled to take place on the second Wednesday of each month, beginning at 6:00 p.m. ET. PHEN has developed partnerships with churches across the country and is asking them to provide a standing session for men within their own churches based on the monthly webcasts. Men and their families will also be able to participate from their homes.

PHEN

Prostate Health Education Network, Inc.

Since 2003, PHEN has hosted monthly meetings at Dana-Farber, located in Boston, MA, to educate local men and their families about important prostate cancer issues, help newly diagnosed men understand their treatment options, and help survivors face issues of survivorship.

PHEN has a national network of prostate cancer survivors and churches that help coordinate and support its outreach efforts within local communities across the country. All churches, prostate cancer survivors and other organizations are encouraged to join and become a part of these efforts. Registration is available at www.RAPCancer.org.

For more information contact:

Juarez Farrington
juarez@prostatehealthed.org
(781) 487-2239.

About PHEN:

PHEN's primary mission is to increase prostate health education and awareness among the men at highest risk for prostate cancer in the United States, African Americans. Saving lives through early detection and eliminating the African American prostate cancer disparity is PHEN's education and awareness goal. PHEN's mission also includes efforts to increase the overall support and resources to wage a war on prostate cancer that will eventually lead to a cure for the disease.

###