

OUR MISSION STATEMENT

“
To create or enhance an environment to empower men to make informed decisions about the diagnosis and treatment for prostate cancer.
”



Blue September

Established as Foundation Awareness brand

'BLUE SEPTEMBER' has been established as the Foundation's annual prostate cancer awareness and fund-raiser month. The idea was developed in consultation with the Foundation's marketing and public relations company, MWC Media.

"We asked them for a major promotion and they came back to us with the concept of Blue September. We liked it and with Chris Jones providing liaison with the Foundation, and his usual organisational energy, the brand was established over a few frenetic weeks," said Foundation CEO, Barry Young.

High profile New Zealanders such as Sir Richard Hadlee (New Zealand's most famous cricketer), Buck Shelford (All Black Captain), Stu Wilson (another famous All Black), The Mad Butcher (Peter Leitch, New Zealand's most famous butcher), Paul Holmes (famous broadcaster and columnist) and Charlie McAlister (former Maori All Black), Ruben Wiki and Nathan Fien (Auckland Warriors) all agreed to participate.

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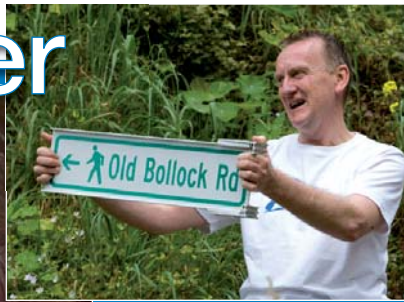
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Blue September



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The result was a storm of stories in magazines, newspapers and on radio and television. One story was published around the world when Chris got his hands on a Wellington street sign that had been mistakenly produced as 'Old Bollock Road' instead of Old Bullocks Road. Chris decided to auction the sign on Trade Me and it eventually fetched \$805!

And what a line-up of sponsors: Watties, New Idea, Pacific Blue, Barkers Mens Clothing, John Bull Footwear, Dermalogica, Sky City, Vodafone Warriors and Bosch. All helped contribute to the success of the month.

Then there was the participation of

schools, businesses, clubs and even men in prison who were also visited by Chris and given his lecture on the need for regular checks for prostate cancer. A truly captive audience.

"We also have a team running in the New York Marathon and another intending to row the Indian Ocean to help raise money for us.

"The colour blue and the month of September have been the traditional colour and month to promote the issue of prostate cancer world-wide. By creating 'Blue September' we have a concept that we own and can develop for both fund-raising and awareness for the foreseeable future," said Barry.



MWC Media to assist with marketing & PR

Marketing and public relations company MWC Media has been appointed as consultants to the Foundation.

THEY first worked with the Foundation on the advertisements involving former All Black skipper Buck Shelford.

"Even though MWC's prime client with that project was John Bull Boots the whole thing went very well for the Foundation and we felt it was worth exploring the possibility of developing the professional relationship," said Foundation CEO, Barry Young.

"We went ahead with this and even though time was tight MWC came through with an excellent promotion. They sold us on the name 'Blue September' and then worked very hard to make the whole promotion successful."



Geoff Burton
MWC Media

President makes presentation at international conference



FOUNDATION PRESIDENT, Barry Young, was recently invited to participate in a presentation to those attending the two yearly conference of the Union Internationale Contra Cancer (UICC) in Geneva. Barry is the New Zealand representative on the World Wide Prostate Cancer Coalition (WWPCC) formed two years ago to help fight prostate cancer on a global basis. Members of the WWPCC were invited to discuss developments of their organisation with those attending the UICC conference and how the expertise they have assembled might be used to fight prostate cancer in various countries. Barry is pictured with Dr Sanghamitra Pati, a public health professional from India. Dr Pati is interested in the approach being used in New Zealand to publicise the dangers of prostate cancer.

www.prostate.org.nz

Charities Commission grants Foundation charitable status

THE Prostate Cancer Foundation has been advised by the Charities Commission of its success with its application for registration as a charitable entity.

This means that individuals who donate money to the Foundation will continue to be able to claim a tax rebate and companies can claim a tax deduction. Any gifts are eligible for exemption from gift duty. Foundation chief executive officer, Barry Young, said registration as a charitable entity

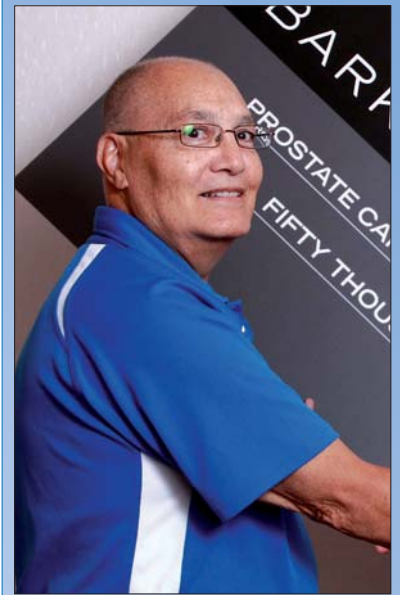
was an important development for the Foundation.

"Although we had tax exempt status under the previous tax regime it was by no means certain that a charity seeking registration with the Charities Commission would receive this registration. We made sure everything was as it should be and consequently received our registration.

"Registration as a charitable entity brings with it certain obligations, such as filing an annual return including accounts, which in our case will have been professionally and independently audited," said Barry.

OBITUARY

(by Barry Young)



Jack Irwin

THE death has occurred of Jack Irwin, who served for a number of years as president and secretary of the Auckland branch of the Foundation. He is survived by his widow Ngairie, sons Brendon and Dean, Brendon's wife and their two children.

To have known Jack was to have known one of the great characters of life. He was immensely proud of his half Samoan heritage, of his family and what is now the Counties/Manukau rugby team. As Jack's body was driven away from the church, balloons in the Counties colours were let loose by members of his family. It was a fitting farewell.

Jack knew he was dying from his prostate cancer for some time but no-one would have thought so. Only last year he was with a group of us at the Mystery Creek Field Days handing out brochures. When others retreated from the cruelly cold wind Jack would say 'Hey, let's just give a brochure to this guy coming past now, he might need to know.'

If only someone had been able to give Jack a brochure in time. Those of us who served on committee's with Jack, and all those who went to his funeral, will miss him. We will miss his humour and his sound advice. He was a chartered accountant as well as being a shrewd judge of character. Jack was 63.

OFFICERS ELECTED

Officers elected at the annual general meeting of the Prostate Cancer Foundation of New Zealand Inc. in Wellington were:

President

Barry Young, Auckland

Vice Presidents

Trevor Green, Papakura
Ants Parder, Christchurch

Treasurer

Trevor Green, Papakura

Secretary

Carolyn Young, Auckland

Committee

Dene Ainsworth, Otaki
Keith Beck, Dunedin
Ian Chapman, Nelson
Peter Forman, Hamilton
Chris Jones, Canterbury
Kareen Sutcliffe, Tauranga

Regional Representatives

Mark von Dadelszen, Napier
Tania Gecse, Waitara
Russell Gibson, Timaru
Bill Gordon, Invercargill
Bob & Margot Greenway, Katikati
Doreen & Ian Morrison, Mana
Gavin O'Connor, Turangi
Ross Scott, Wellington
Jack Stanley, Whangarei

The medical committee was re-appointed:

Mr Peter Davidson, Christchurch

Professor Brett Delahunt,
Wellington

Associate Professor David Lamb,
Wellington

Mr Robin Smart, Auckland

Brotherhood ride for your life

What do you do when you think men aren't doing enough about their health?

IF YOU are Auckland businessman Rick Martin you jump on your bike and ride the length of New Zealand.

Rick and his wife Tania have created a project they have called 'Brotherhood—ride for your life' and starting on November 13 Rick will set off from Bluff and head north scheduled to arrive at Cape Reinga on December 8. On the way he will also compete in the Lake Taupo Cycle Challenge of 160 kilometres

He plans to complete each day's ride at a town or city and is inviting everyone who can ride a bike to join him over the last few kilometres.

Tania will be the main support person and her vehicle will have a global positioning system attached to enable people to follow Rick's progress on their website.

WWW.BROTHERHOOD.ORG.NZ



Chris Jones appointed to marketing /promotional role

CHRIS JONES has been appointed to the part-time role of marketing and promotions officer for the Foundation. Chris, a financial planner, was very much involved in helping the Foundation raise over \$3 million during the Movember campaigns and recently led the team that has established "Blue September" as an annual awareness and fund raising project.

CEO, Barry Young, said the Foundation was fortunate to have Chris accept this part-time position. As a prostate cancer survivor he knows the Foundation as well as the needs of the men and their families coming face to face with the disease.