

EMBARGOED until 4 June 2007

Getting Angry for a good cause

In the lead up to International Men's Health Week (11-17 June) three hard hitting community service announcements (CSAs) featuring Aussie rock legend Angry Anderson have been launched today (4 June).

The Australian General Practice Network and Angry Anderson are confident the ads that directly target Australian men will increase awareness of the dangers of prostate cancer.

Anderson said he lent his support to the prostate health campaign following the tragic death of his best mate, Rose Tattoo guitarist Pete Wells who lost his battle with prostate cancer aged 59.

"Before Pete died he asked me to do two things. One, keep the band alive and two spread the word on the importance of prostate cancer.

"Blokes have got to know that they need to get it early. Speak to your GP about your prostate and if necessary get it checked out.

"Men need to know how important it is to get their prostate checked and if we can save lives by increasing public awareness through these community service announcements then I will have honoured Pete's memory by doing what he asked me to do," Anderson said.

A normal prostate is about the size of a walnut and weighs about the same as a 20 cent coin. It is located immediately below the bladder and just in front of the bowel. The prostate is an important gland that plays an essential part in a man's sexual function.

Australian General Practice Network (AGPN) Chair Dr Tony Hobbs said as many men die from prostate cancer each year in Australia as women die from breast cancer.

"12,000 cases of prostate cancer diagnosed in Australia each year. Tragically, more than 2,700 Australian men die from this condition and we know we can improve these statistics.

"Early prostate cancer detection is crucial. If detected early, prostate cancer is often treatable and curable.

"Almost one in ten men at some point in their life will develop prostate cancer. When men visit their GP they should not be afraid or embarrassed to discuss the health of their prostate and the symptoms they should be looking out for.

"What the ads also reinforce is the risk of suffering from prostate cancer increases as men age," Dr Hobbs said.

The Community Service Announcements made in conjunction with the Prostate Cancer Foundation require the support of television networks to provide them with valuable air time. They will be available for broadcast from 4 June.

For further information about prostate health and advice please make an appointment to visit your GP.

For media interviews please call AGPN's Media Liaison Officer Kathryn Conroy on 0416 428 678

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