

FACT SHEET:

Know Your Stats About Prostate Cancer[®]

Season Four Wrap Up



The *Know Your Stats About Prostate Cancer*[®] campaign is a national public awareness effort to promote the American Urological Association's (AUA's) prostate cancer screening guidelines. The AUA and the Urology Care Foundation recommend you talk with your doctor about your risk for prostate cancer. Knowing your family history and your risks could help save your life.

***Know Your Stats About Prostate Cancer*[®]**

- To date, the *Know Your Stats About Prostate Cancer*[®] campaign has garnered **470+ million media impressions** and continues to encourage men to speak with a doctor about their prostate cancer risk.
- Spokesperson Mike Haynes and fellow *Team Haynes* members have participated in **300+ interviews** nationwide since the beginning of the campaign in 2009.
- The *Know Your Stats About Prostate Cancer*[®] television public service announcement has aired **1,300+ times nationally in 112 markets**, generating nearly **23 million media impressions**.
- **50,000+ men have participated** in *Know Your Stats About Prostate Cancer*[®] doctor-led community education events at **500+ hospitals**, underscoring the importance of this vital men's health issue.
- The campaign has supported nearly **600 doctor-led community education events** on the importance of being screened for prostate cancer, organized by **500+ hospitals** across the country and **directly impacting 50,000+ men**.
- Following the kick-off of Season four, *Team Haynes* reached football fans and our target audience through radio and television interviews leading up to Super Bowl 2013.
- Satellite and radio media tours took *Team Haynes* into America's living rooms with local market interviews in **Miami, Washington D.C., Denver, San Diego, San Francisco and many more**.
- Campaign spokespersons also engaged in **40+ broadcast interviews** during the 2013 Super Bowl week, including appearances on ESPN's number one rated sports talk show *Mike & Mike in the Morning*, CBS Sports Network's *The Lead Off*, FOX News Channel's *FOX & Friends in the Morning* and MSNBC. Through broadcast, *Team Haynes* generated **nearly 40 million** media impressions.
- Coverage of *Team Haynes* appeared in *SpryLiving.com*, *Black America Web*, *Buffalo News* and *PRWeek*, resulting in an additional **1.5 million media impressions** and greater exposure to *Know Your Stats About Prostate Cancer*[®] key messaging.
- **From a social media perspective, 65+ tweets** about *Know Your Stats About Prostate Cancer*[®] and/or *Team Haynes* reached **600,000+ people** during Super Bowl week.
- Media, local and on the ground efforts have also led **300+ men and their loved ones** to sign a pledge to "tackle" prostate cancer at **www.KnowYourStats.org**

Season Four Highlights

- Season four of *Know Your Stats About Prostate Cancer*[®] kicked-off with a media blitz, including interviews and a press release announcing a renewed commitment to prostate cancer awareness. Season four launch generated **1.5+ million media impressions**.

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