

Prostate Cancer Awareness Month

PUBLICATION DATE: Monday, September 19

GET INVOLVED BY: Monday, August 22

PRINT/DIGITAL AD MATERIAL DUE: Monday, September 12

INVESTMENT: SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

Prostate cancer is the most commonly diagnosed cancer among Canadian men, affecting 1 in 9 men in their lifetime. This special feature, published during Prostate Cancer Awareness Month, will explore the outlook for Canadians with prostate cancer as well as the advancements in awareness, screening technology, treatment methods and approaches to care that are promising hope.

Proposed topic highlights:

ADVOCACY & SUPPORT – Efforts that are making a difference in raising awareness and offering support.

SCREENING & DETECTION – The importance of an early diagnosis and the technologies improving outcomes.

RESEARCH & INNOVATION – New findings informing approaches and treatment options.

IMPACT – Prostrate cancer in Canada: the impact on individuals, families, communities and society.

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