



“Cure the Blue” is the name of the program sponsored by the Buffalo Bills Alumni Foundation that will allow anyone to participate in what will be one of the greatest and most comprehensive efforts ever to help promote **Prostate Cancer Awareness, Prevention and Research** in the United States.

Spearheaded by former Buffalo Bills Wall of Famer and two- time prostate cancer survivor, Booker Edgeron, the **24 Prostate Cancer Project** (24 is the number Booker wore as a member of the Buffalo Bills) is a program that has been strategically developed and designed to raise financial support for this dreaded disease. Anyone can participate in the 24 Prostate Cancer Project. The project is asking businesses, organizations and individuals to give \$24 a day for 24 days or a total of \$576.

“This group is on the right track in providing leadership to the public towards prostate cancer awareness and in taking the necessary steps to prostate cancer prevention. I have worked with several NFL players over the years that were faced with his serious health issue and I myself am a prostate cancer survivor”.

Dr. Willie Underwood

Roswell Park Cancer Institute, Buffalo, NY

Medical Advisor to Project 24

The “24” Prostate Cancer Project is a program that has been strategically developed and designed to raise financial support for this dreaded disease. Anyone can participate in the “24” Prostate Cancer Project. *“We want everyone to know that the Buffalo Bills Alumni Foundation is going to make every effort to engage any business, organization or individual who wants to help out, as together we bring awareness and financial support for Prostate Cancer”* said Edgeron.

Why is Prostate Cancer important? Prostate Cancer is the most common malignancy in American men and the second most leading cause of deaths from cancer, after lung cancer. According to the American Cancer Society’s most recent estimates, approximately 238,590 new cases of Prostate Cancer would be diagnosed in 2015 and approximately 29,720 would die from the disease.

The estimated lifetime risk of being diagnosed with the disease is one in six men. The lifetime risk of death from Prostate Cancer is one in 36 men. It is estimated that two men are diagnosed with Prostate Cancer every five minutes. As reflected in these numbers, Prostate Cancer is likely to impact the lives of a significant percentage of men that are alive today.

Where will the monies raised for the “Cure The Blue” Program Go?

This year’s goal and all funds raised will directly go to support Prostate Cancer **Awareness, Prevention and Research** with local hospitals and health care providers. We will encourage the public to participate in our campaign to defeat this dreaded disease.

September is Prostate Cancer Awareness Month. As you all know, October is Pink Breast Cancer Awareness Month and support over the years for this cause has been most successful with the public and overwhelming with the National Football League. The Buffalo Bills Alumni Foundation wants to bring the same attention to **Blue** Prostate Cancer in September similar to Pink Breast Cancer in October.