News Release

(Insert name of area) man/woman/group/duo/family set to take on March the Month for Prostate Cancer UK

This March (insert name, age) from (location) is boosting their daily step count as he/she/they take(s) on Prostate Cancer UK’s virtual fundraising challenge, [March the Month](https://marchthemonth.prostatecanceruk.org/?utm_source=march-the-month&utm_medium=press-release&utm_campaign=march-the-month-march-22&utm_content=organic-link), to raise money for the leading men’s health charity.

(Insert name(s)) aims to walk 11,000 steps a day to represent more than 11,000 dads, partners, brothers, grandads and mates who die from prostate cancer every year.

(Insert name) was inspired to take part in March the Month (summary of motivation to fundraise for Prostate Cancer UK) and is hoping to raise (amount) to help beat prostate cancer, the most common cancer in men.

1 in 8 men will be diagnosed with prostate cancer in their lifetime and this rises to 1 in 4 for Black men. New data released in January revealed that 10,000 men are diagnosed too late for a cure each year. However, early diagnosis can save thousands of lives, and so Prostate Cancer UK are encouraging men across the country to use its [30-second online risk checker](http://www.prostatecanceruk.org/riskcheck) to help them understand their risk and what they can do about it.

The money raised by (insert name) will fund vital research into lifesaving treatments for prostate cancer and providing practical support to men and their families affected by the disease.

He/she/they will be joining a team of fundraisers who, since January 2020, have raised more than £10 million through the charity’s series of virtual events that include running, cycling and walking.

(Insert name) said: “I have decided to take on March the Month for Prostate Cancer UK because (detail about your motivation and/or link to the charity).

“I am really looking forward to challenging myself this March and I’m delighted to be raising awareness and much needed money to help stop prostate cancer being a killer.

March the Month has raised more than £3.2m with a tireless team of over 19,000 walkers covering more than 2 billion miles.

Nicola Tallett, Director of Fundraising & Supporter Engagement at Prostate Cancer UK, said: “Prostate cancer is the most common cancer in men, with one in eight getting diagnosed in their lives. We’re incredibly proud that (insert name) is taking on March the Month to help us fund scientific research, to stop prostate cancer damaging the lives of men and their loved ones.

“The March the Month participants, including (insert name), have well and truly shown how families, friends and communities can work together, locally and across the UK to help save lives.

We thank (insert name) for going that extra mile and joining with us in our promise and commitment: Men, we are with you.”

**ENDS**

For more information please contact Amy Barlow on 07538 908830 or at: [amy.barlow@prostatecanceruk.org](mailto:amy.barlow@prostatecanceruk.org). Alternatively, email [pressoffice@prostatecanceruk.org](mailto:pressoffice@prostatecanceruk.org) or call 07984 325001.

**Notes to editors**

**About March the Month**

* March the Month is a virtual walking challenge everyone can get involved in. Walk 11,000 steps a day throughout March to represent more than 11,000 dads, partners, brothers, grandads and mates who die from prostate cancer every year. Sign up and raise money to fund lifesaving research to help beat the disease.
* Take on the challenge alone or in a team and track and share your progress using JustGiving's fitness tracker. Watch your steps stack up and donations rush in. Whether you're a rookie rambler or a seasoned stroller, join March the Month this March and help save men's lives.
* For information about March the Month including how to sign up, please visit [here](https://marchthemonth.prostatecanceruk.org/?utm_source=march-the-month&utm_medium=press-release&utm_campaign=march-the-month-march-22&utm_content=organic-link)

**About Prostate Cancer UK**

* Prostate Cancer UK has a simple ambition – to save and enrich the lives of men with prostate cancer.
* We invest into finding better treatments and tests that could save thousands of lives.
* We work with the NHS to make sure men get access to breakthrough tests and treatments.
* We spread the word about who is at risk of prostate cancer, especially to those at higher risk.
* We support people dealing with prostate cancer and provide health information.
* Visit [prostatecanceruk.org](https://prostatecanceruk.org/) now to help beat this disease

**About prostate cancer**

* Prostate cancer is the most common cancer in men.
* More than 52,000 men are diagnosed with prostate cancer every year on average – that's 143 men every day.
* 10,000 men are diagnosed too late for a cure each year.
* Every 45 minutes one man dies from prostate cancer – that's more than 12,000 men every year.
* 1 in 8 men will be diagnosed with prostate cancer in their lifetime. This rises to 1 in 4 for black men.
* Around 475,000 men are living with and after prostate cancer.
* A 30-second online risk checker is available at [prostatecanceruk.org/risk-checker](https://prostatecanceruk.org/risk-checker)
* Prostate cancer mainly affects men over 50 and the risk increases with age. But the risk is higher for black men or men with a family history of prostate cancer, so they should speak to their GP from age 45.
* Prostate cancer often has no symptoms so men shouldn’t wait to see changes before they act.
* Anyone with concerns about prostate cancer may contact Prostate Cancer UK's Specialist Nurses in confidence on 0800 074 8383 or online via the Live Chat instant messaging service: [www.prostatecanceruk.org](http://www.prostatecanceruk.org/). The Specialist Nurse phone service is free to landlines and open from 9am to 5pm on weekdays, 10am to 5pm on Wednesdays.