



September, 2009

Dear Supporter:

In Arkansas, more men die from prostate cancer than women die from breast cancer. The state also has the 10<sup>th</sup> highest death rate for prostate cancer in the nation. The mission of the Arkansas Prostate Cancer Foundation (APCF) is to promote awareness, encourage timely detection and support improved treatment for prostate cancer in Arkansas.

While we are working hard to raise awareness about the prostate cancer problem in the state, we also want to create a fun and personal way that organizations and their employees can express their support for our cause.

To do so, we are kicking off our 2<sup>nd</sup> annual, statewide awareness and fund-raising campaign to coincide with the annual Prostate Cancer Awareness Month of September, called **Show Us Your Blues**. The event incorporates a denim or jeans day within participating companies and organizations. By designating a day in September as APCF Jeans Day, employees will donate \$5 to wear denim. Participating employees will also receive a **Show Us Your Blues** button to show APCF support.

There is no cost to organizations to participate. Each organization delegates an APCF Jeans Day Champion to be the point person for APCF. The champion registers the organization, promotes the Jeans Day with supplied flyers and lets APCF know how many buttons needed. The champion also collects and returns proceeds to the APCF office in Little Rock. The APCF is a 501 (c) (3) independent public charity. Proceeds from the event support APCF programs such as screenings and education to communities throughout Arkansas.

The APCF and other organizations are also sponsoring free prostate cancer screenings in several communities across the state throughout September. To learn more about these screening events, go to our website, [www.arprostatecancer.org](http://www.arprostatecancer.org) and click on the free screenings link.

Thank you for your consideration. I have attached a response form for your convenience. If you have any questions, please do not hesitate to contact me at 501-748-1293 or [jvaughan@arprostatecancer.org](mailto:jvaughan@arprostatecancer.org). Thanks again for your time and we hope that you will be able to participate in this worthy cause.

Sincerely,

Jeana Vaughan  
Director of Development

Arkansas Prostate Cancer Foundation  
1910 N. Grant Street, Suite 1-A  
Little Rock, AR 72207  
(501) 748-1249  
Fax (501) 661-7347  
[www.arprostatecancer.org](http://www.arprostatecancer.org)