



FOR IMMEDIATE RELEASE

## Rogue Ales Sponsors Pints for Prostates

NEWPORT, OR, October 1, 2008 – Rogue Ales, one of America's most respected craft brewers, has stepped forward as a sponsor of **Pints for Prostates**, a campaign developed to use the universal language of beer reach men with information about PSA testing and prostate health screening.

Pints for Prostates was created to raise the awareness of men about prostate cancer and the need for regular health check-ups. The campaign supports the efforts of **Us TOO International Prostate Cancer Education and Support Network**, a not for profit group founded and governed by prostate cancer survivors that works to support, educate and advocate for men with prostate cancer.

"Rogue Ales embraces the idea of communicating with men over a pint of ale. The Pints for Prostates campaign appealed to us because it uses a friendly way to get an important health message to men," said Brett Joyce, President of Rogue Ales. "We hope every man in Rogue Nation listens to the message and asks their doctor for a PSA test."

"Having a brand like Rogue involved in the campaign will help us reach more men in their late 30s and early 40s, when statistics show they often skip regular physicals and avoid doctor's offices," said Rick Lyke of Charlotte, NC., a 47-year-old cancer survivor who founded Pints for Prostates earlier this year after successful prostate surgery. "The beer community is coming together to support Pints for Prostates and we're going to be able to reach millions of men with a life saving message."

All funds raised through the Pints for Prostates campaign go directly to Us TOO International, a 501(c)3 group recognized by Charity Navigator for its effectiveness and efficiency as a charity organization. Founded in 1990, Us TOO is based in a suburb of Chicago and has 325 local chapters. One in six men is at risk of developing prostate cancer during their life time. Approximately 200,000 new cases of prostate cancer will be diagnosed in the U.S. this year.

"Early detection is the key to fighting prostate cancer and we believe Pints for Prostates can help us reach men who might otherwise miss this critical message," said Thomas Kirk, President and CEO of Us TOO International. "The idea of reaching men about health issues through beer sounded a little strange at first, but it fits perfectly with our mission to educate and empower men and their family members so they can take an active role in their health care."

Pints for Prostates, in conjunction with some of Us TOO's 325 local chapters, is planning a number of events during September, which is Prostate Cancer Awareness Month, and October. You can get more information about the campaign at [www.ustoo.org/pints](http://www.ustoo.org/pints).

Celebrating its second century, Rogue Ales is an Artisan Varietal Brewery founded in Oregon in 1988, as one of America's first 50 microbreweries. Rogue has 550+ awards for taste and quality and is available nationally and in 20 countries.

