



WHO: Shapiro & Smith Dance
WHAT: *ANYTOWN* "PSA in the USA" campaign to benefit prostate cancer patient services
WHERE: Nationwide beginning Fall 2005

Shapiro & Smith's *ANYTOWN* to Promote Prostate Cancer Awareness & Patient Support

Audiences invited to support prostate cancer patient services

MINNEAPOLIS, MN (September 2004) — the "PSA in the U.S.A." campaign - a partnership between Us Too and the national tour of Danial Shapiro and Joanie Smith's "*ANYTOWN: Stories of America*," was created by Mr. Shapiro who was diagnosed with prostate cancer at age 44 in October 2002. The awareness campaign seeks to reach 1 million men over the course of a 5-7 year national tour of "*ANYTOWN*" danced to the music of Rock & Roll Hall of Famer **Bruce Springsteen**, his wife, **Patti Scialfa**, and E-Streeter **Soozie Tyrell** – who is Ms. Smith's sister. Our mission is to tell men that despite the fact that prostate cancer is the second leading cause of cancer death in men, it is nearly 100 percent survivable if detected early.

"My diagnosis forced Joanie and me to focus on the priorities of getting well, but also guided our hand to the work we felt compelled to do. Since we had long dreamt of dancing with the music of Soozie, Patti and Bruce, our course was set. "*ANYTOWN* marks not only the most exciting collaboration of our careers, but also celebrates survival on a very personal level," says Joanie. "Getting out of bed and going back into the studio has given extra purpose to our waking moments and shown us that our strength as artists has helped us in this fight for our lives." Danial says, "At the heart of *ANYTOWN* is the importance of family—the actual family you are born into and the family you create. Dancing to Soozie, Bruce and Patti's music makes *ANYTOWN* the thrill of a lifetime."

The “PSA in the U.S.A.” campaign will benefit Us TOO International Prostate Cancer Education and Support Network a nonprofit, grassroots organization started in 1990 by prostate cancer survivors for prostate cancer patients, survivors, their spouses/partners and families. Us TOO, through its more than 350 chapters throughout the United States and internationally, helps men and their families learn more about prostate cancer so they can make better decisions on treatment options and cope with emotional and quality of life issues following treatment. Prostate cancer strikes as many men as breast cancer does women, but lacks the national awareness and research funding breast cancer currently receives.

“I met people from Us Too at a Prostate Cancer conference in September 2003. We talked a while and they remarked on my having written – ‘Yes – Me Too’ on my name badge as a response to all the inquisitive looks from the mostly older men. We discussed the need for consciousness raising among men my age whose Dad’s have had prostate cancer. We figured that maybe I could become a ‘poster boy’ for my generation!” Through receptions, in following performances, “PSA in the U.S.A.” will provide fun, music, a dessert smorgasbord, literature and **free prostate cancer early detection PSA blood testing**. American Medical Systems will sponsor the receptions.

More ANYTOWN show and benefit information can be found at:

<http://www.anytowndance.org/media/anytown-psausa.pdf>

About Us TOO

Us TOO International Prostate Cancer Education and Support Network is a nonprofit, grassroots organization started in 1990 by prostate cancer survivors for prostate cancer patients, survivors, their spouses/partners and families. Us TOO, through its more than 350 chapters throughout the United States and internationally, helps men and their families learn more about prostate cancer so they can make better decisions on treatment options and cope with emotional and quality of life issues following treatment. Us TOO and its chapters reach more than 50,000 men per month through discussion groups, lectures, publications and presentations by medical professionals. Visit www.ustoo.org or call 800-80-UsTOO (800-808-7866) for more information.

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