

NEWS RELEASE

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WHO: Shapiro & Smith Dance
WHAT: *ANYTOWN* "PSAs in the USA" to benefit prostate cancer patient services
WHERE: Southern Theater 1420 Washington Ave. South, Minneapolis, MN, 55454-1038
WHEN: Thursday, August 19, Performance at 8 pm; benefit reception 9:30 pm to 11:00 pm
TICKETS: Show: \$23 regular; Show + benefit: \$35; Benefit on-site: \$15
BOX OFFICE: (612) 340-1725

Shapiro & Smith's Aug 19th ANYTOWN Performance to Benefit Prostate Cancer Awareness & Patient Support

Twin-Cities audiences invited to support prostate cancer patient services

MINNEAPOLIS, MN (August 10, 2004)— Thursday, August 19th marks the kick-off date for the "PSAs in the U.S.A." national prostate cancer awareness campaign. The awareness campaign and prostate cancer patient support benefit reception will be held in conjunction with Shapiro & Smith Dance's August 19th performance of "*ANYTOWN: Stories of America*," danced to the music Rock & Roll Hall of Famer **Bruce Springsteen**, his wife, **Patti Scialfa**, and E-Streeter **Soozie Tyrell**. The benefit reception will follow the show immediately, to run from approximately 9:30 pm to 11:00 pm.

The reception celebrates the start of the "PSAs in the U.S.A." campaign, and provides attendees with fun, music, a dessert smorgasbord, and **free prostate cancer early detection PSA blood testing**. A silent auction fundraiser will feature show posters signed by the artists, dinners, gift certificates and many other special items. The reception is sponsored by American Medical Systems.

"PSAs in the U.S.A." campaign was created by Danial Shapiro of Shapiro & Smith Dance, who was diagnosed with prostate cancer at age 44 in October 2002. The awareness campaign hopes to reach 1 million men over the course of a 3-year national tour of "*ANYTOWN*" with the message 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.

Danial Shapiro and his wife Joanie Smith have generously earmarked all proceeds from their Thursday, August 19th performance, reception and silent auction of *ANYTOWN* at the Southern Theater and the ongoing "PSAs in the U.S.A." campaign to benefit Us TOO International Prostate Cancer Education and Support Network. Prostate cancer strikes as many men as breast cancer does women, but lacks the national awareness and research funding breast cancer currently receives.

Tickets for both the show and benefit are \$35 if purchased in advance. Benefit reception tickets may be purchased separately on-site the night of the event for \$15. Regular performance tickets are available through The Southern Theater box office for \$23.

More ANYTOWN show and benefit information can be found at:

http://www.ustoo.org/Events/anytown_page.htm

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.

About American Medical Systems

Headquartered in Minnetonka, Minnesota, AMS is a diversified supplier of medical devices and procedures to cure erectile dysfunction, benign prostatic hyperplasia, incontinence, and other pelvic disorders in men and women. Although not life threatening, these disorders can significantly diminish one's quality of life and profoundly affect social relationships. The company's products were used to treat over 100,000 patients in 54 countries during the last year. More information about the company and its products may be found at www.AmericanMedicalSystems.com.

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