



**Prostate Cancer
Centre**

Prostate Cancer Centre
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MEDIA RELEASE

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For immediate release

November is here and prostate cancer awareness is top of mind.

Calgary's Prostate Cancer Centre (PCC) is a non-profit, world-class medical centre with a mandate to help improve the quality of men's lives and their family's lives for those living with prostate cancer. Annually there are over 13,000 visits by these men and their families to access multiple programs and services at our Centre.

The Centre is a revolutionary made-in-Calgary success story unique in North America, funded entirely through the generosity of donors, sponsors and third party events. Advanced prostate cancer is incurable. **In 2015, eight men on average will die every week in Alberta from prostate cancer. Although potentially life-threatening, prostate cancer is extremely curable or treatable if caught early.**

Every day at Calgary's Prostate Cancer Centre (PCC) lives are saved or significantly improved. Cancer is diagnosed, options are presented and people are counseled and comforted when they experience a diagnosis of prostate cancer. The Centre's 6 Rapid Access Clinics operate in conjunction with the Southern Alberta Institute of Urology (SAIU) and its group of skilled clinicians and surgeons to expedite appointments for diagnosis, to review treatment options and to provide after-care

Often when patients are informed about their cancer diagnosis they are emotionally overwhelmed. We understand this. Patients are referred to an information session designed specifically to address this issue. Our mission is to provide in one location, an innovative and integrated approach to awareness, assessment, diagnosis, education, state of the art treatment, follow-up and support of men with prostate cancer in Calgary. And as we do this, the ultimate measure of success, for us, is the ability to say with confidence that what we do leads directly to positive outcomes for not only individual men but also for our community as a whole.

Our Educational sessions present all aspects of prostate cancer treatment and management in an unbiased fashion, delivered by 3 Oncologists together (Medical, Radiation and Uro Oncologists). While some prostate cancers grow rapidly and metastasize or spread, others grow very slowly and are unlikely to metastasize. This low risk prostate cancer may not need to be treated as soon as they are diagnosed. Slow growing prostate cancer may not have time to cause significant problems and the complications and side effects of treatment may outweigh the advantages. In our active surveillance clinic, you will be carefully monitored. Treatment can be given if the cancer is progressing or if the patient decides on further treatment. Our active surveillance program saw approximately 400 men in 2014, and the 2015 numbers will surpass 500 men. Over treatment of men with low grade cancer is not an issue in Calgary.

We would welcome any members of the media or anyone from the public, to come to Calgary's Prostate Cancer Centre and talk to any one of our Urologists, staff, or patients working in the field of prostate cancer to see the world-class clinical work that is being provided to our patients and their families."

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About The Prostate Cancer Centre

The Prostate Cancer Centre (www.prostatecancercentre.ca) is a world class medical centre of excellence and a non-profit advocacy group in Calgary.