

ZERO PROSTATE CANCER RUN/WALK

Washington State Urology Society
April 2018 Update



Saturday, September 29th

SUPERHERO KIDS DASH FOR DADS' FAMILY FUN

Go to www.zeroprostatecancerrun.org/pugetsound

The Washington State Urology Society is proud to host the 2nd Annual ZERO Prostate Cancer Run/Walk and Superhero Kids Dash on Saturday, September 29th to benefit ZERO's national programs accessed by Washingtonians as well as retaining 40% of the net proceeds to be used in our state for increased prostate cancer education, outreach and patient advocacy.



Why ZERO – The End of Prostate Cancer?

- ✓ 4 Star Charity with Charity Navigator
- ✓ 85 cents of every dollar goes to programs and activities
- ✓ Research funding
- ✓ Local Grants (40% of net proceeds of our race will go directly to help Washingtonians)
- ✓ Strong advocacy partner leading to the PSA test rating change from "D" to "C"
- ✓ Have helped 600+ men across 46 states to receive free one-on-one help through their ZERO 360 Program which includes assisting with repeals of insurance denials
- ✓ \$400,000+ provided in debt relief for patients in need so they don't have to make the difficult decision between their cost of living and their treatment
- ✓ 43 races across the country in 2018 to raise awareness of prostate cancer
- ✓ Great opportunity for people who have been touched by prostate cancer to rally together



JOIN THE FUN

[Become a sponsor](#) and have your name and/or logo on all promotional posters disbursed around the Puget Sound. More than 10,000 mini flyers have already been created and are in the process of being disseminated via an in-kind donation from The UPS Store owner, John Leighty, of Kirkland and Mill Creek.



The UPS Store

[Register a team for your practice](#) and engage your local community!

Create a fun name for your team and promote with a customizable "Join our Team" flyer

To give you some ideas, here are some names of teams who are registered for an upcoming ZERO race in the Northwest (Puget Sound or Portland)

Virginia Mason Flow Riders

WA Prostate Tumornators

Captain Proton and the Prostate Cancer Avengers

The Stream Team

Urine Trouble

Urine Luck

Kaiser UroStars



Teams came from as far away as Spokane to join in the fun last year.

Team "Urine in Good Hands" of Spokane Urology is featured to the *left* along with Congresswoman Suzan DelBene who started the race. (Below are two sons of a prostate cancer survivor supporting the "superman" (Dad) in his journey of prostate cancer along with the congresswoman which attracted national attention last year.



If your team is located outside the Puget Sound area and you are unable to join the day of, no problem! You can have a VIRTUAL TEAM through the ["Snooze for Dudes"](#) option on the registration.

Please contact Debi Johnson if you would like to join in the effort to raise awareness of prostate cancer and have a team. ZERO will generate a press release of your participation and efforts and submit to your local community media for consideration as a featured article.

At minimum, the press release can be used for your practice website to let your patients know the great work you are involved in outside of the practice to raise awareness. There is a growing team of volunteers who are available to assist with local fundraising events in your community regardless of where you are in Washington State.



Draft event schedule:

7:30 am – 9:15 am Race Day Registration/Package Pick-Up
8:00 am Men's Health Fair/Kids Activities OPEN
8:45 am Kids Superhero Dash for Dads
(includes peewee trot for those ages 3 and younger)
9:05 am Survivor Hat and Caregiver Sash Recognition Ceremony
9:30 am 5K & 1 mile



The park is a great venue to have a urology practice picnic afterwards: [MAP of park](#)

- ✓ **Picnic shelters** (let Debi Johnson know if you need one reserved for your practice)
- ✓ **Dog Park:** Willis Tucker Park offers three fenced Off-Leash Dog Areas (OLDAs) in the NE corner of the park. A 6-acre meadow area, a 1.25-acre forest area and a .20 shy-dog area.
- ✓ **Basketball Court**
- ✓ **Playground**
- ✓ **Baseball fields**

You also might decide to visit [Woodinville Wine Country](#) afterwards (just 15 minutes south of the park off Hwy 9) as a practice where there are 118 wineries & tasting rooms along with 14 microbreweries, distilleries and cideries and 30 restaurants.