

MEDIA RELEASE
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Construction workers 'down tools' for prostate cancer - Inaugural Construction Calendar 2006 to raise research funds

Brisbane-based multimedia firm Lewis Media and the Builders Labourers Federation Queensland (BLFQ) will launch the inaugural Construction Calendar on 5 October to raise research funds for prostate cancer - a disease that kills an Australian man every three hours

Construction Calendar 2006 features 12 different, semi-clad, male construction workers from around Queensland. Each month represents the 217 Australian men who die from prostate cancer – a total of 2600 each calendar year.

Cassidy Holland, 'Mr June from the Gold Coast, said despite his initial reservations about posing as a pin-up boy, he was happy to oblige for such a worthy cause.

"We hear so much in the media about breast cancer and awareness for women's health, but very little about men's health. Hopefully the calendar will improve awareness and raise funds for research in prostate cancer," Holland said.

Wayne Swan, Federal Member for Lilley and prostate cancer survivor, said he was proud to be associated with such an important public awareness initiative.

"Worryingly, men don't get tested at the same rate that women get tested for breast cancer. The problem is that many men don't know enough about prostate cancer. There's a wall of ignorance around this disease and in most cases whether the cancer is detected or not is simply a lottery," Mr Swan said.

Construction Calendar 2006 aims to raise funds to support medical research at the Mater Prostate Cancer Research Centre (MPCRC) into a potential new therapy for prostate cancer.

Mater Medical Research Institute's Dr Rebecca Prue said if the therapy is successful it could be many more years before it becomes available in the marketplace.

"The years of effort and funding required highlights just how important fundraisers like the Construction Calendar are to allow the MPCRC to bring this very promising treatment to the stage where it can help men all over the world," Dr Prue said.

Construction Calendar project manager Julia Lewis said she believes it is up to Australian women to encourage their fathers, brothers, husbands, uncles and boyfriends into receiving regular check-ups by their GP.

From 5 October 2005 the Construction Calendar 2006 will be available for \$14.95 by visiting www.lewismedia.com.au/constructioncalendar.html or call 07 3892 1103.

Other sponsors supporting Construction Calendar 2006 include Hutchinson Builders, Construction Skills Training Centre, QLEAVE, and Strongforce Pty Ltd.

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