



Movember Foundation Funds Next Generation of Prostate Cancer Researchers \$1.3 million invested in Movember Rising Star Award

Toronto, ON (January 28th 2016) – Prostate cancer is the most commonly diagnosed cancer among Canadian men, with 1 in 8 men being diagnosed in their lifetime. The Movember Foundation's ultimate goal is to reach a day where no man dies of this disease and as such is proud to be announcing the recipients of the 2016 Movember Rising Stars awards. Now in its fourth year, the Rising Star award recognizes outstanding new prostate cancer researchers and supports their pursuit of groundbreaking research. The Rising Star award, in partnership with Prostate Cancer Canada, represents a total investment of \$1.3 million, with each award granted a maximum of \$450,000 over three years.

The 2016 Movember Rising Stars in prostate cancer research include:

- **Housheng He**, University Health Network Toronto, ON
Dr. He will utilize the whole genome approach to decode the noncoding regions of the human genome that is largely unexplored, with the goal of identifying targeted prostate cancer medicine tailored to the unique genetic identity of each patient.
- **Hon Leong**, Lawson Health Research Institute London, ON
Dr. Leong's research will deliver novel drugs that halt the spread of prostate cancer to determine if they are effective in stopping metastasis in the majority of prostate cancer cell lines, with the goal of representing a new class of therapies for the treatment of patients with advanced prostate cancer.
- **Alexander Wyatt**, Vancouver Prostate Centre, BC
By analyzing the small fragments of tumor DNA that are shed into the bloodstream by cancers, Dr. Wyatt's research will identify prostate cancer patients that could benefit from treatment with new or different drugs.

"As a Movember Rising Star, I wanted to thank the Movember Foundation and Prostate Cancer Canada," said Alex Wyatt, Vancouver Prostate Centre. "Without their support I wouldn't be able to pursue my independence as a researcher in the battle against prostate cancer."

"The recently published Movember Foundation Prostate Cancer Impact Report demonstrates that our investment strategy in the prostate cancer research field is having a positive impact and is progressing towards achieving our goal of decreasing the mortality rates of this disease," said Paul Villanti, Executive Director of Programs, Movember Foundation. "Although we have made significant strides, there is still a lot of work to be done, and thanks to the help of our Mo Bros and Mo Sistas we are able to fund the essential research."

"In selecting the best prostate cancer research that Canada has to offer, not only do we identify research with the greatest potential to have a positive impact, but also those researchers with the greatest potential to act as ambassadors for the cause and carry our tradition of excellence into the future," said Dr. Stuart Edmonds, PCC Vice President of Research, Health Promotion and Survivorship. *"This year's Rising Stars are each shining examples of just that."*

For a list of all Movember Foundation funded projects and for more information please visit Movember.com.

-30-

For more information please contact:

Jill Kenney
778-837-1122
jill@getfreshpr.com

About the Movember Foundation

The Movember Foundation is a global charity raising funds and awareness for men's health. These funds deliver breakthrough research and support services to allow men to live happier, healthier, longer lives. Since 2003, millions have joined the men's health movement, raising more than \$750 million and funding over 1,000 projects through impact investments, focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity.

The Foundation runs awareness and fundraising activities year-round, with the annual Movember campaign in November being globally recognized for its fun and innovative approach to raising money and getting men to take action for their health. During Movember, we challenge men to grow a moustache or to make a commitment to get active and MOVE, both of which are about real action for health and are done to spark conversation and raise vital funds and awareness. The Foundation's vision is to have an everlasting impact on the state of men's health. Movember is a registered charity in Canada - BN 848215604 RR0001. For more information visit Movember.com.

About Prostate Cancer Canada

Prostate Cancer Canada raises funds for the development of programs related to awareness and public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer. For more information visit prostatecancer.ca and follow us on Twitter and Facebook.