



Prostate Aware

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Epic 'Love Train' walk on track to boost Urology Centre Appeal

John O'Groats to Land's End – our most ambitious fundraising event yet. See inside for full details...

In recent weeks, we have experienced a massive increase in fundraising activity, largely due to Alan Carr MBE joining us. Alan is a fundraiser extraordinaire who in 2010 won an MBE for his charitable work. You can read more about him, and the great plans he has to raise £1million for us, in the centre spread.

OUR MISSION

Our mission remains unchanged – to give men a better chance of beating prostate cancer. As a result of our work, and that of others around the world, men diagnosed today with prostate cancer are many times more likely to be cured, or at least have their lives significantly extended, than was the case 10 years ago.

Our successful fundraising has enabled us to bring together a world-class team of clinicians, scientists, specialist nurses and technicians who have earned an international reputation for excellence in the treatment of prostate cancer. This close working relationship

between clinical and laboratory personnel is rare in the world of cancer research.

Some of the discoveries our laboratory team are working on are mind-boggling in their complexity, yet shocking in their simplicity. A simple protein that will 'switch off' cancer cells and cause their death, a new vaccine that can seek and destroy cancer cells, a virus that can replicate itself inside cancer cells causing them to burst and die, and a protein discovered in urine that can detect cancer cells 50% more accurately than the 30 year old PSA test.

These, together with other clinical and research achievements by our hospital team, are resulting in diagnostic and treatment discoveries that will bring significant benefits to cancer patients within the next 2 years – quite possibly within months. Now, we need to provide the team as a whole with a vital component that is currently missing – a model world-class NHS Urology Centre.

You can help us achieve this. Every



Nigel Lewis-Baker (left) and Alan Carr – our two intrepid walkers who will lead the JOGLE walk

contribution, no matter how small, is another step on the road to saving more of the 10,000 lives that are lost every year to prostate cancer.

Urology Centre plans taking shape – see back page...



An artist's impression of the rear entrance to the new Centre

Pint-a-Week appeal roars past the £500,000 milestone



Thanks to the extraordinary generosity of the people of Guildford and surrounding areas, local golf clubs, Rotary, Lions, the Masons and many, many more, our Pint-a-Week Appeal hit half a million last November and we are well on our way to £600,000.

Our target is £2.3 million by mid-2013 and if we can sustain the interest and support of 2011 through this year and next, we are confident we can achieve it. If you are prepared to give up the cost of a pint of beer every week for 2 years, please contact us at the address on the back page and we'll send you a Gift Aid and direct debit application form.

A CALL TO SURREY BUSINESS

Donate £3000 or more to the Urology Centre appeal and earn a place in our Hall of Fame.

Its tax efficient, socially responsible and thousands of Urology patients will benefit from your generosity.

See back page for details.

All aboard !



the PROSTATE project **LOVE TRAIN**

Appeal to help save 10,000 lives

Alan Carr MBE, a well known Ascot fundraiser, has joined forces with the Prostate Project to help raise a million pounds for prostate cancer research.

Alan has retired from his business and will now devote all his time to this amazing challenge.

"I have jumped into iced waters in Norway, climbed up to the Torres del Paine in Patagonia and worked in the Brazilian heat to help the poor, all in the name of Cancer Research, but this project is the big one. A once in a lifetime opportunity to make a significant difference. The £1,000,000 Prostate Project **Love Train** Walk to help save 10,000 lives (the number of lives lost every year to prostate cancer) is a personal challenge to realise my aspirations."

Joining Alan on his epic walk will be Nigel Lewis-Baker, a walking miracle who was diagnosed with advanced, incurable prostate cancer 6 years ago and who has become one of the UK's leading cancer fundraisers. He is a Cancer Champion for Macmillan Cancer Support and 'Ambassador of the year' for Cancer Research UK. "It's too late for me," said Nigel, "but diagnosed early, prostate cancer can be treated very successfully with a more than 80 per cent chance of a complete

cure. It is vital that we get this message across to as many men as possible and encourage them to have a routine PSA test once they reach the age of 50."

Starting at John O'Groats on March 21st, the **Love Train** route will cover over 1,000 miles, aiming to complete 20 miles per day. There will be 3 major fundraising receptions at Edinburgh, Bradford and Bath, and countless other fundraising events at towns and villages en route.



WOMEN OF BRITAIN!
We need your help to get more men tested for prostate cancer

We need Love Train Ambassadors at all major towns to galvanise local support and encourage organisations and clubs to run fundraising events for us as we travel though the country. The **Love Train** will be stopping at retail parks for rallies and cheque presentation ceremonies which will attract the attention of local press, radio and TV media.

You can be part of this great journey. Join us for a couple of miles, a couple of days or a couple of weeks. This will be a high profile walk with support from leading personalities from the world of sport, business, politics, the arts and entertainment. Visit our website at:

www.lovetrain.org.uk

The Love Train route



A magical Valentine's Dinner Dance on board the Royal Yacht Britannia

Make your own way to Edinburgh for a romantic week-end.

On Saturday 16th February 2013, join us on board the Royal Yacht Britannia for one of the most memorable evenings of your lives. Each guest will receive a stunning gold foil personalised invitation card inscribed with Britannia's crest.

A red carpet welcome awaits as you are piped on board via the Royal Brow (previously reserved for the Queen and Royal Family). Enjoy a champagne reception whilst being entertained with music from Britannia's original Grand Piano played by innumerable famous

names including Noel Coward and Princess Diana. After a captivating guided tour of the Yacht it will be time for Dinner and an occasion to savour in the State Dining Room. A harpist will play whilst you feast on a specially prepared 4 course meal.

Later, you can stroll up to the glazed upper deck to dance the night away until 1.00am to the nostalgic tunes of a white-tuxedoed band. This amazing evening is for a maximum of 96 guests - 18 tickets already pre-sold. Tickets £1,000 per couple. Reservations strictly on receipt of a £500 non-returnable deposit.

Please call Alan Carr on: 0777 080 0511

The Prostate Project – a charity worth fundraising for

Have you ever thought how much of the money you donate to charity actually goes to where it is needed?

You may be surprised to learn that the average percentage lost to administration costs is around 20%. Not so with the Prostate Project. We are still largely volunteer led with less than 3% spent on administration. That means that 97 pence of every pound you give us goes directly to the point of need.

Created in 1998, the Prostate Project set out to raise £250,000 in 3 years to fund new diagnostic equipment and specialist urology nurses at the Royal Surrey County Hospital in Guildford and Frimley Park Hospital.

We are very proud that today, 13 years later, we have raised over £5 million and support one of the most dynamic and successful teams of clinicians and scientists in the world. We need more money to fund their vital work.



A researcher at the University of Surrey conducting the simple dipstick test for prostate cancer. EN2 is just one of several new discoveries by our research team that will change the lives of prostate and other cancer patients.

Our brilliant team of world-class clinicians and scientists



John Davies
Consultant Urological Surgeon

A leading specialist in Cryosurgery, John was the first surgeon to operate in the UK using Cryosurgery for prostate cancer.



Bruce Montgomery
Consultant Urological Surgeon

The Lead Clinician at Frimley Park Hospital and a leader in developing techniques for improvement in the detection of prostate cancers.



Chris Eden
Consultant Urological Surgeon

One of the most experienced Consultant Surgeons in Europe performing laparoscopic removal of the prostate.



Robert Laing
Consultant Oncologist

The Lead Clinician for Oncology and the treatment of prostate cancer at St Luke's Cancer Centre, Robert collaborated in the development of Brachytherapy.



Hardev Pandha
Professor of Urology

The UK's first Chair of Urological Oncology at the University of Surrey and leader of our 25-strong research team.



Prof. Stephen Langley
Consultant Urological Surgeon

The UK's leading Urologist in the field of Brachytherapy, the technique of implanting radioactive seeds into the prostate to treat prostate cancer.



The Prostate Project research team

Don't miss the social event of the year – The Ascot Diamond Jubilee Charity Ball

As well as supporting the Prostate Project Love Train Appeal, you will also be joining up to 350 guests to celebrate our Queen's Diamond Jubilee Year in regal flag-waving splendour.

Following a champagne reception, guests will be wined and dined by the excellent service of Ascot Hospitality and entertained in Royal style with all the ceremony and pomp that the Brits do best.

The evening's very special auction will have a distinct Royal or Diamond connection. For example, amongst 10 lots you could bid for are invitations for you and limited guests to a

Valentine Moonlit Dinner Dance on board the Royal Yacht Britannia in February 2013, or the inevitable Diamond – or both!

This will be a unique and spectacular event to honour the Queen's Diamond Jubilee, whilst helping to secure a brighter future for victims of this terrible cancer. An equally unique Title sponsorship is available.

Table prices start at £1000 with bids required for the 4 front row Diamond Tables. Early booking advised – 10 tables already pre-booked from a comfortable limit of just 35.

Please call Alan Carr on: 0777 080 0511



Ascot Racecourse Pavilions

A huge THANK YOU to everyone who supported the Prostate Project in 2011. We are well on our way to a grand total of £6,000,000 including matched funding!

Plans for the new Urology Centre take shape

As the Pint-a-Week Appeal nears £600,000 and our Hall of Fame campaign gets off the ground, plans for the new Centre are taking shape.

Currently envisaged as a 2-storey building, it will be located immediately opposite the Nuffield Hospital in Stirling Road, just 100 metres from St Luke's Cancer Centre.

Nick Moberly, The Royal Surrey County Hospital's Chief Executive, said: "The Hospital will provide the land, project manage construction, and staff and manage the Centre. We do not have the £2.3 million to build it. This is a vitally needed facility. In March 2011 we asked the Prostate Project if they could raise the money for us and have been stunned at what they have achieved in just 9 months. They are a dynamic charity with huge vision and the ability to reach out to the local community. I am confident they will succeed and urge everyone who is able to help to get involved in their fantastic campaign."



John Davies,
Consultant
Urological Surgeon

John Davies, the Consultant Surgeon who jointly founded the Prostate Project, said: "We are already a Centre of Excellence, but this new Centre will immediately elevate the Royal Surrey to one of the most advanced prostate cancer centres in Europe. Please support this worthy cause."



An artist's impression of the new Urology Centre, which will directly face the Nuffield Hospital in the Surrey Research Park

KEY BENEFITS OF THE NEW CENTRE

A new 'one-stop' facility that will vastly improve the urology patient experience

A model, state-of-the-art Urology Centre for others to follow

Enable clinicians, scientists and technicians to work together under one roof

Attract world-class medical and scientific professionals to work and study at the Centre

Provide a vital hub for all Urology care in the South West Surrey Region

How our Hall of Fame Award Scheme works

The Prostate Project Hall of Fame was conceived as an incentive for individuals, companies, clubs and organisations to participate in this great endeavour and to be recognised in perpetuity for their generosity.

There will be an engraved plaque in the Centre reception, acknowledging everyone who has generously supported our appeal and who has qualified for the Hall of Fame by donating £3,000 or more.

Donor award levels are as follows:

Bronze Award:	£ 3,000 - £ 7,499
Silver Award	£ 7,500 - £14,999
Gold Award	£15,000 - £29,999
Platinum Award	£30,000 - £49,999

(All figures are based on the total amount donated through the life of the appeal)

Naming Rights

Naming rights are available for individual rooms, and by negotiation, for the entire Centre. Room rights are from £50,000.

If you would like a brochure about the new Centre, call Tim Sharp on 07989 865702.

Tragic loss of Mike Collett – one of our charity's founding trustees

Mike Collett, one of the founding trustees of the Prostate Project and a key member of the management team, has died from a rare form of neurological disease.

Always positive, always up for anything, and at the end, so incredibly brave, Mike will be much missed by all who knew him. The charity will be a poorer place without him too.

Mike was a wise man who helped set in stone the foundations of the Prostate Project's philosophy – low administration costs and a rapid response to requests for

funding. He was a person you felt naturally able to consult and whose opinion you respected.

In recognition of his many years of invaluable service the Trustees have set up a remembrance fund for a room in the new Urology Centre to be named after him.

Mike leaves a wife and three children. Our sympathies are with them and with all his family and friends. He was a true gentleman who we, in the Prostate Project, feel honoured to have known.



Mike Collett 1940 – 2011