



PENNSYLVANIA PROSTATE CANCER COALITION

PINTS FOR PROSTATES

REACHING MEN IN THEIR NATURAL HABITAT

Here at the PA Prostate Cancer Coalition, we put all of our blood, sweat, and tears into educating men about prostate cancer and prostate health. We've lost far too many fathers, brothers, and husbands to prostate cancer, and it's time to fight back.

We have created a successful partnership with the national Pints for Prostates program and PA breweries such as Troegs, Sly Fox, and Pizza Boy Brewing to find men and educate them about prostate cancer. PA beer is enjoying an incredible surge in diversity and popularity. We appreciate the ability to work with you to help save lives and drink more beer.

We're excited to work with you and encourage your patrons to have "No Fear. Drink Beer."



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EXPLAIN HOW IT WORKS, PLEASE.

Practically no one likes talking about prostate cancer. Well, except us. We talk about it because men have no idea about their risk or what type of screening they should be asking their doctors about.

We work with breweries to help spread our prostate cancer education. A Pints for Prostates event is a great afternoon or evening event in your tasting room or eatery. We bring our information, t-shirts, freebies, and fun to your location and set up a table to greet your guests as they enter. We also bring complimentary “No Fear. Drink Beer.” shirts for your servers and staff to wear during the event.

We take care of promoting the event through our local sponsors and social media. Most of the time we end up with a curious reporter or tv camera to cover the event. We like to think of our Pints events as really clever men’s health fairs.

Why join us in our Pints for Prostates tour across PA?

The PA Prostate Cancer Coalition is the **ONLY** statewide organization fighting the good fight to educate men and women about prostate cancer.

28 Pennsylvania men receive a prostate cancer diagnosis every day.

1 in 10 men diagnosed with prostate cancer will be younger than 55.

All of the proceeds from this event will benefit the PPCC’s statewide programs, including Don’t Fear the Finger, It’s an us problem, the PA Prostate Cancer Summit, and more!

WHAT’S A BREWERY TO DO?

We recognize that you guys are super busy making great beer. And we’d like to keep busy with your great beer because we like to drink it. That’s why we’ve made these events super-easy to produce.

We ask our Pints breweries to provide us with a table in a high traffic area that we can fill with our great message, great stuff and a fun person. We also welcome any amount of donation you would be willing to offer—whether it’s the proceeds from a single beer, a percent of food and beverage sales, or a simple flat amount. We would like to have your permission to use your logo on our posters, promotion and t-shirts. Of course we’ll let you see everything before it’s final. Last, we ask that you give us and the event a little boost to your crowd—a tweet, instagram and/or Facebook shout out would be awesome.

BUT WAIT! THERE’S MORE!

We’re a nimble little organization that loves to have fun and spread the prostate cancer message in different ways. We would LOVE to explore other Pints for Prostates ideas with you. Anyone up for brewing a prostate cancer beer? Protect URanus Stout? Perhaps you’re thirsty for a PSA IPA? Give us a call, and ~~we’ll drop everything, get in the car and race to meet~~ we’ll patiently and calmly set up a meeting with you to having a beer while discussing what great new projects we can create under the Pints for Prostates program.

Our executive director, Kristine Warner, will be working with you to make sure we create an excellent Pints for Prostates experience for you and your guests!