



Prostate Cancer Awareness

Press Release

PROSTATE CANCER WE CHALLENGE YOU!

Prostate cancer kills. Over 14,000 men in the UK died from it in one year.

With prostate cancer affecting black males at a rate two-thirds higher than white males and more than twice as high as rates for Asian males - it's time to connect the community and fight back against prostate cancer.

One group has decided to do just that, one step at a time with "The 70 mph Challenge Run" aimed at raising awareness and funds for The Reading Lions Prostate Cancer Awareness campaign.

The 70mph Challenge Run

The challenge run is open to all runners and takes place on May 10th at The Gym, Reading Retail Park, Oxford Road. The aim is for runners to run on 7 treadmills simultaneously for one hour to try and reach a total of 70 miles.

The idea was developed by Shape Shifters founders Tony Charles and Gabriel Kud Mudzi in 2015 through a campaign to raise awareness about accessibility and parking for a friend who was a disabled gym user. It progressed to entering members into races like Brutal 10k, Survival of The Fittest and other challenge runs to help raise awareness and funds for charities that their friends supported.

2017 saw the group take on a new direction as we realised that a number of members had been affected by cancer. Some had family and close friends survive cancer whilst others had lost family to cancer, prostate cancer in particular. This prompted the group to raise awareness about prostate cancer with a recent campaign for Prostate Cancer UK, raising over £1200.00.

Now the group would like to raise awareness and funds for the same cause but closer to home.

Shape Shifters Tony Charles explains,

"As a group consisting of majority Black and Minority Ethnic (BME) members, we decided to make a difference and raise awareness of prostate cancer, a strain that affects black males at a higher than average rate. I have lost 3 uncles to prostate cancer and have a clear memory of the last conversation I had with one. He told me to get tested and it was vital as a black male that I did so sooner rather than later. It's time to talk to each other and the people who can help on this matter.

Large areas of the black community do not get checked for prostate cancer maybe due to pride, fear or paranoia or the lasting mental scars of past medical practices. It is unsure but one thing is certain - cancer, however developed, contracted or spread has no preferences, black or white. The black community must realise this, get checked and educated about cancer as well as the foods and healthy lifestyle choices that can help make a difference.

If just a small percentage of the creativity and energy that goes into spectacles like carnivals and festivals that help people to enjoy life goes into spreading awareness to help fight cancer and live a longer life, cancer would be dealt a hard blow".

Details of the challenge run

Thursday May 10th - 7:30pm till 8:30pm
The Gym , Reading West
RG30 1PR

We are looking for keen runners to take part.

For more information:

please visit www.ssrunchub.co.uk

email: ssrunchub@gmail.com

or call the clubs chairman Tony on 07811 215 236