



CREATING THE MANOGRAM:
Life-saving imaging for men

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**“Dance for the Cure of Prostate Cancer” features
Dancing with the Stars Top Performers
Presented by the AdMeTech Foundation in partnership
with Arthur Murray Dance Studios**

WHAT: Special and exclusive evening with **Edyta Sliwinska and Alec Mazo** of ABC’s hit TV series ***Dancing with the Stars*** at The Boston Park Plaza Hotel & Towers in support of prostate cancer research and education.

Dance all night and meet *Dancing with the Stars*’ top pros, Edyta and Alec, as they lead a workshop and give a performance to support the AdMeTech Foundation’s “Dance for the Cure of Prostate Cancer”. The night will begin with a welcome reception, followed by a dance workshop conducted by Edyta and Alec, and the duo’s dance performance. After the performance, guests are invited to enjoy a meet and mingle with the stars.

The AdMeTech Foundation, in partnership with Arthur Murray Dance Studios, presents “A Night of Dancing with the Stars” to support “Dance for the Cure of Prostate Cancer”, a public awareness campaign to create accurate, life saving diagnostic tools for prostate cancer. Join Edyta and Alec of *Dancing with the Stars* for a once in a lifetime experience and support early detection of prostate cancer, the most common and the second most lethal cancer in men.

WHO: **AdMeTech Foundation’s Dance for the Cure of Prostate Cancer** and **Arthur Murray International** present **Edyta Sliwinska and Alec Mazo** of ***Dancing with the Stars***

Edyta and Alec have won the love of millions of viewers as top professional performers of the ABC’s sensation *Dancing with the Stars*. Edyta is the only professional dancer to appear on all eight seasons of the TV hit show. Alec had won *Dancing with The Stars* debut season and performed many times ever since. Edyta and Alec have won national and international dancing competitions.

AdMeTech Foundation created **Dance for the Cure of Prostate Cancer** as a campaign to raise public awareness of prostate cancer crisis, which strikes as many as 1 in 6 men, and kills 1 in 33 men in this country. AdMeTech Foundation is a nonprofit organization with the mission to advance early detection of prostate cancer, which in turn, is critical for cure, saving lives, and improving quality of life in millions of American men. Early detection will also save billions of dollars for national health care.

For more information about AdMeTech Foundation and Dance for the Cure of Prostate Cancer, visit www.admetech.org or call 617-523-3535.

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ABOUT ADMETECH FOUNDATION

AdMeTech is a non-profit foundation based in Boston with a mission to end prostate cancer as a patient care crisis and socio-economic problem. The foundation is focused on developing accurate and affordable diagnostic tools for early detection and treatment of prostate cancer through ground-breaking programs in research, education, and public awareness in order to:

- arm physicians with diagnostic tools for men, similar to those women currently have for breast cancer;
- end the era of blind prostate cancer care and create the future of image-guided, minimally-invasive, and precisely-targeted diagnosis and treatment, which can be performed in outpatient clinics with minimal patient discomfort, complications, and cost.

About AdMeTech Foundation's Dance for the Cure of Prostate Cancer

Dance for the Cure of Prostate Cancer was created by the AdMeTech Foundation and modeled after Race for the Cure of Breast Cancer, a successful public awareness and fundraising campaign. Race for the Cure, which appealed to the athletic community, was instrumental in transforming breast cancer care. While prostate cancer is even more common than breast cancer, there is no public awareness and advocacy comparable to that in breast cancer, and the impact is staggering. Men do not have accurate, life-saving diagnostic tools akin to mammograms. By creating Dance for the Cure of Prostate Cancer, AdMeTech is appealing to the leaders of the ballroom dancing community to change that.

For more information, go to www.admetech.org.

ABOUT ARTHUR MURRAY INTERNATIONAL

Arthur Murray International, Inc. is the world largest dancing organization and second oldest national franchise, known internationally as a prominent entertainment company with franchises located throughout the United States, Canada, Puerto Rico, Europe, the Middle-East, Japan, Africa and Australia. In 2007, there were about 220 Arthur Murray Studios in operation.

Arthur Murray International, with its wide network of dance studios, partnered with AdMeTech Foundation to facilitate expansion of the Dance for the Cure of Prostate Cancer campaign to a regional, national and ultimately, international level.

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