News Release

[INSERT DATE] ­

[INSERT PUB/CLUB/BAR] in the running to become

Prostate Cancer UK’s favourite local

[Name of pub] in [add location] opened its doors and rounded up the locals on [insert day/date] to raise money for Prostate Cancer UK and help save men’s lives.

Landlord [insert name], raised over £[insert amount] by [insert details of activity i.e. Hosting an evening of music and entertainment/putting on a BBQ/hosting a quiz night/ transforming the pub into a Men United Arms] for the charity.

[insert pub/landlord] is also hoping to be shortlisted to becoming Prostate Cancer UK’s ‘favourite local’, judged by a panel of industry experts including Masterchef judge Gregg Wallace.

[Insert name], said: “I decided to support Prostate Cancer UK because [please insert a motivation for holding this event/prostate cancer link].

“The event went really well and I’m thrilled we were able to raise awareness of a disease that affects 1 in 8 men in the UK. Everyone had a really good time and I encourage all landlords to sign up and turn their pubs into a Men United Arms.”

This is the second year that the leading men’s health charity have run the competition, which comes as part of its [Men United Arms](https://prostatecanceruk.org/get-involved/men-united/the-men-united-arms) campaign, encouraging pub, club and bar licensees to raise awareness amongst their customers, and funds to help beat prostate cancer.

Former professional darts player Bobby George is heading up the campaign, urging landlords to sign up. He will also be one of the judges deciding who will win the competition, which runs until March 31st 2018. Prostate Cancer UK has also introduced further categories for pubs to win, including awards for Favourite Landlord, Heart of the Community and Top Fundraising Pub, with additional prizes being awarded.

James Beeby, Director of Fundraising at Prostate Cancer UK, said: “It’s fantastic to see that [insert pub name] has organised [insert name of event] and chosen to raise funds for Prostate Cancer UK. By doing this they are helping us make a real difference in the fight against the disease.

“Prostate cancer affects every community. 1 in 8 men will be diagnosed in the UK and 1 man dies from prostate cancer every 45 minutes. I encourage all landlords to join [insert landlord name] and turn their pubs into a Men United Arms to help us save men’s lives.”

To sign up for a fundraising pack or receive more information visit [prostatecanceuk.org/menunitedarms](https://prostatecanceruk.org/menunitedarms)

[ENDS]

For further information about Prostate Cancer UK: Harriet Argyle / harriet.argyle@prostatecanceruk.org / 020 3310 7097

 Ellie Brooke / ellie.brooke@prostatecanceruk.org / 020 3310 7135

Notes to Editors

**About Prostate Cancer UK**

* Prostate Cancer UK has a simple ambition – to stop men dying from prostate cancer.
* As the number of men diagnosed with prostate cancer continues to rise (making it the most common of all cancers by 2030), now is the time to take control. Through shifting the science over the next 10 years to focus on radical improvements in diagnosis, treatment, prevention, and support, we will stop prostate cancer being a killer.
* Ignoring prostate cancer won’t beat it, so join the fight.

**Key Headline Statistics**

* More than 11,000 men die from prostate cancer in the UK each year – that's one man every 45 minutes.
* It’s the most common cancer in men, with over 330,000 living with and after the disease in the UK.
* Prostate cancer is set to become the most commonly diagnosed cancer of all in the UK by 2030 - which is why we must all act now to curb its power to kill.
* Men over 50, black men and men with a family history of prostate cancer all face a higher than average risk of the disease.
* Prostate cancer treatment often causes devastating, long term side-effects.  Incontinence and erectile dysfunction strike at the heart of what it means to be a man.
* Anyone with concerns about prostate cancer may contact Prostate Cancer UK's Specialist Nurses in confidence on 0800 074 8383 or online via the Live Chat instant messaging service: [www.prostatecanceruk.org/](http://www.prostatecanceruk.org/). The Specialist Nurse phone service is free to landlines and open from 9am to 6pm Monday to Friday with late opening until 8pm on Wednesdays.
* Visit [prostatecanceruk.org](http://www.prostatecanceruk.org/) now to help beat this disease.