THE INTERVIEW:
Bobby George

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PROSTATE CANCER UK
Fighting prostate cancer through pubs

Issue 1
THE INTERVIEW

BOBBY GEORGE

He’s a larger than life TV personality, played some of the top names in darts and won some of the biggest titles. Now the ‘King of Bling’ is aiming for a different target. As a Prostate Cancer UK ambassador, Bobby George is urging landlords to start raising money and awareness to help save men’s lives.

Bobby has supported Prostate Cancer UK after speaking to household name Wayne Sleep about his experience of prostate cancer while filming for The Real Marigold Hotel. Since then, he’s become more aware of the disease and those around him that have been affected.

“It starts with the fact men need to do the talking”, explains Bobby. “And the pub is the perfect place to do that. Sit at the bar, have a chat with your mutes about health. Women are good at that, so men need to do the same. You could lose your grandad, your dad, your uncle, your husband to this disease, so talk about it and make people know about it.”

Bobby recently paid a visit to The Engine and Tender in Ampthill, Bedfordshire – a pub that has joined in the fight against prostate cancer. He spent the evening chatting to staff and punters about how they got involved.

“It was so clear how much the community got behind this. I was shocked by how much money they’d raised. For a small community to raise £75,000 is amazing, it’s an awful lot. More pubs need to be doing that. It’s fun and gets your customers in front of the bar, at the same time as doing good and saving lives.”

“Years ago, it seemed like no one really knew what prostate cancer was. It’s still a disease that a lot of men don’t know about. People might not even realise they have it as sometimes it doesn’t have symptoms in the early stages. So we need to talk about it and pubs can help do that.”

“It’s something that was brought to light to me, and I’ve realised it’s a serious problem that we need to talk about. Men can be doing something to help themselves. They can speak to their GP and understand their risk of the disease. If you can catch it early, it can give you a chance, so why wouldn’t you do that?”

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SAVING MEN’S LIVES

We’re fighting against prostate cancer – the disease that’s killing a man every 45 minutes. Here’s what pubs, bars and social clubs have achieved in the last year to help fund research and revolutionise the way we diagnose and treat this deadly disease.

2,000
pubs showing their support

110,000
pocket guides and posters featuring information about prostate cancer displayed in venues

1,350
quiz nights held for Prostate Cancer UK in PubAid’s World’s Biggest Pub Quiz 2019

£1,000,000
raised since 2015

Men, we are with you
Here’s just a few of the ways pubs, their customers and their community have got involved to raise money.

Up for a bit of snail racing? Ant Walton and the team at the Rose of Lancaster, Chadderton, hosted a fundraising evening to crown one mollusc ‘champ of champs’ as part of the year of fundraising.

Matt Bailey of the Par Inn, Cornwall, organised a simple putting competition, with a frozen chicken on offer for the winner. His ingenuity earned the Par Inn a much-coveted title.

Regulars at the Leigh Arms, Little Leigh, bared all to create their very own ‘Naked Facts’ calendar with support from Jo Higham and the pub team. They raised over £3,000 and got the whole village talking about the cause.

Customers at Wigan Central danced the night away at Jo Whalley’s evening of Hawaiian fun (fancy dress mandatory). The team also held beer and whisky tastings, a pub quiz, raffles and sweepstakes, raising over £3,000 in a week.
Raising the bar in Bedfordshire

The Engine and Tender in Ampthill, Bedfordshire, has raised £75,000 in a bid to help save men’s lives.

This incredible amount was raised by bringing the community together for a range of activities – from meat raffles to race nights to darts tournaments. Local businessman and regular customer at the Engine and Tender, Steve Butler, together with Landlord Ken Maguire took fundraising very much in their stride.

“It’s been as much about raising awareness as it has about raising the money, and there are definitely more conversations had in the pub about prostate cancer now. We’re really pleased with what we’ve pulled together to fund vital research and help save men’s lives.”

Steve Butler, Engine and Tender regular

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The perfect pint of partnership

Wells & Co. selected us as their charity partner throughout 2018-2020 – and what a partnership it’s been so far. The pub company has raised over £30,000 through various fundraising events, including their annual Trade Day, Golf Day and Staff Awards, and they’re showing no signs of slowing down.

Pub partners are encouraged to fundraise through organising their own activities, and one pub that consistently pulls out all the stops is the Silver Cup in Harpenden. Through World Cup fundraising, ukulele nights and various other events, the pub has so far raised over £5,800.

As well as pub fundraising, last year 10p from every pint of Wells & Co.’s Roamer Special Red Ale was donated. The beer was sold across the country at all Wells & Co. pubs and raised vital funds to help stop prostate cancer being a killer.

Lauren Troiano from Wells & Co. said: “It’s been fantastic working with Prostate Cancer UK over the past two years. They’ve provided so much support for all our pubs and have really connected to our leased and tenanted partners. It’s been great to see our pubs so enthused about fundraising for such an important cause.”

Fancy forming a partnership? Drop us an email at partnerships@prostatecanceruk.org to get the pints pouring.

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One man is killed from prostate cancer every 45 minutes in the UK – it’s a disease which affects every community. Help us beat it. Head to prostatecanceruk.org/pubs to find out more.
RESOURCES FOR YOU

Support us
Support Prostate Cancer UK in your pub and we’ll champion you all the way. Help fund vital research and revolutionise the way we diagnose and treat prostate cancer.

Get your pub involved to help save men’s lives. We’ll provide:

- a pack full of things to help you raise funds and awareness, including our ‘Man of Men’ pin badges
- support and guidance from our dedicated team and online resources to help you make the most of your efforts
- awareness talks from trained volunteers for groups of 5-100 people
- a selection of publications designed to give you a wide variety of information about prostate cancer.

Speak to our Specialist Nurses

Whether you’ve been diagnosed or have concerns about prostate cancer or prostate problems, we’re here to support you. We can also help partners, family members, friends, and health professionals with any questions you may have.

0800 074 8383*

*Call our Specialist Nurses from Monday to Friday 9am-6pm, Wednesday 10am-8pm

Stashing the cash?
Don’t forget to pay in your funds so we can send you a certificate to display in your bar. To find out how to send in your money, contact us:

0800 082 1616
pubs@prostatecanceruk.org
prostatecanceruk.org/pubs

Prostate Cancer UK

Prostate Cancer UK is a registered charity in England and Wales (1005541) and in Scotland (SC039332). Registered company number 02653887.