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**Denver Races to Better Prostate Cancer Awareness**

*Participants in this year's Annual Post-News Colorado Colfax Marathon can race for a cause by joining one of the Prostate Cancer Education Council's (PCEC) relay teams.*

**/24-7PressRelease/** - DENVER, CO, April 16, 2008 - Participants in this year's Annual Post-News Colorado Colfax Marathon can race for a cause by joining one of the Prostate Cancer Education Council's (PCEC) relay teams. On Sunday, May 18 at 6 a.m., more than 6,000 runners and walkers will enjoy the newly designed race course, which begins at City Park in Denver and runs along the world famous Colfax Avenue in the cities of Aurora, Denver and Lakewood. This event - which boasts a marathon, half marathon and marathon relay - is part of the national PACE Race series, which aims to increase national awareness about prostate cancer.

"A marathon is often about endurance and great accomplishment. But it's also reflective of a commitment to a healthy lifestyle," said Creigh Kelley, Operations Manager, Colorado Colfax Marathon. "Together the Prostate Cancer Education Council and the Colorado Colfax Marathon can reach men, and the women in their lives, about the importance of prostate health and early detection."

The PACE Race Series - sponsored by Sanofi-Aventis to benefit the PCEC - was launched in 2002 to increase national awareness of prostate cancer. The winner of the PACE Masters component of the Colorado Colfax Marathon for runners over 40-years-old will receive \$3,000 in prize money, sponsored by the PACE Race. Additionally, as part of their efforts to raise greater prostate cancer awareness in Denver, the PCEC will provide gift bags for men ages 40 and over and host a race-day booth at the expo.

"Supporting the Colorado Colfax Marathon to help raise awareness about prostate cancer is extremely important to us, as the disease currently affects more than 2 million American men," said Rolando Zeron, Product Manager, Sanofi-Aventis. "We are a proud PACE Race partner and hope this event helps educate men and their families about this devastating disease."

Prostate cancer is the most common cancer, other than skin cancers, in American men. With a one in six lifetime risk of developing prostate cancer, estimates for 2008 indicate that more than 186,000 men will be diagnosed in the United States, and nearly 28,700 will die from the disease. The second leading cause of cancer death in American men, behind only lung cancer, prostate cancer is often treatable if detected early.

With nearly 60 marathons under his belt, U.S. marathon legend and prostate cancer survivor Bill Rodgers cannot stress the importance of screenings enough. "It is my hope that all men at risk for prostate cancer are screened for this deadly disease. It's the best way to detect prostate cancer in its early stages because there are no early warning signs or symptoms," he said. "Even though I began running again only four months after my tumor was removed, I continue to receive regular screenings and advise other men to do the same."

To learn more about prostate cancer, the PACE Race Series or PCEC, please visit [www.prostateconditions.org](http://www.prostateconditions.org).

**Note to Calendar Editors:**

**WHAT:** The 2008 Post-News Colorado Colfax Marathon, Half-Marathon and Marathon Relay (part of the PACE Race Series)

**WHERE:** The 26.2 mile course has a single start/finish in City Park. The course heads west on vibrant Colfax out to Simms Boulevard. Runners loop back through downtown Denver, east on Colfax to the FitzSimmons Anschutz campus, and finish back in City Park.

**WHEN:** Sunday, May 18, 2008 at 6 a.m., City Park in Denver

**CONTACT:** 303-573-9900

**About the PACE Race Series**

The PACE Race 5K Run/Walk Series was launched in 2002 by the Prostate Cancer Education Council (PCEC) to increase awareness and early detection of prostate cancer and to educate men and their families on treatment options and other men's health issues. With events in several cities across the country, the 2008 PACE Race Series has the ability to touch men and women of all walks of life. PACE Race is sponsored by Sanofi-Aventis as part of their commitment to the prostate

cancer community. For more information please visit [www.pacerace.org](http://www.pacerace.org).

#### About the Prostate Cancer Education Council

A national organization committed to men's health, the Prostate Cancer Education Council (PCEC) is dedicated to saving lives through awareness and the education of men, the women in their lives, as well as the medical community about prostate cancer prevalence, the importance of early detection, and available treatment options, as well as other men's health issues. The Council - comprised of a consortium of leading physicians, health educators, scientists and prostate cancer advocates - aims to conduct nation wide screenings for men and perform research that will aid in the detection and treatment of prostate cancer. More information is available at [www.prostateconditions.org](http://www.prostateconditions.org).