500 Motorcyclists Gather at Harley-Davidson of Scottsdale to Meet Prostate Cancer Head On

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SCOTTSDALE, ARIZONA - Peace Out Prostate Cancer, a Scottsdale, Arizona 501 (c)(3) non-profit, hosts it?s annual Peace Our for Prostate Cancer ride on Wednesday, April 6th, 10:30 am at Harley-Davidson of Scottsdale, the world?s largest Harley-Davison dealership. The ride is the first of many rides that make up world famous Arizona Bike week.

Prostate cancer is the most common male cancer in the United States, with 2.8 million prostate cancer survivors living in the US today and 240,000 more men receiving a prostate cancer diagnosis each year. More than 1.2 million American men have died from prostate cancer since President Richard M. Nixon declared the War on Cancer in 1971.

Ms. Shelley Martin, Peace Out Prostate Cancer?s founder and the Events Director at Harley-Davidson of Scottsdale, created the ride in honor of her father and grandfather, both of whom died of prostate cancer.

Funds raised by the riders are used to provide free prostate cancer screenings and to support the free Internet prostate cancer early detection system, ProstateTracker.

?Prostate cancer kills 30,000 men every year because they don?t know they have the disease early enough for successful treatment. Shelley Martin and Peace Out Prostate Cancer are playing an important role in helping Arizona men find their prostate cancer early and we are thrilled to be working with Shelley and her team,? said Robert Hess, Prostate Cancer Awareness Project founder and CEO, and creator of ProstateTracker.

About Peace Out Prostate Cancer

Peace Out Prostate Cancer is a Scottsdale, Arizona-based 501 (c)(3) non-profit charity that hosts an annual fundraising event as part of Arizona Bike Week. Ms. Shelley Martin, a longtime prostate cancer advocate, founded Peace Out for Prostate Cancer in honor of her father and grandfather, both of whom died of prostate cancer. You can reach Shelley at Harley-Davidson of Scottsdale or on her Facebook page.

About the Prostate Cancer Awareness Project

The PCAP is committed to reducing the annual prostate cancer death toll through awareness, early detection, and prevention. This approach includes the development and operation of the only Internet prostate cancer early detection system and the creation and support of activities like the Alpine Loop Gran Fondo cycling event, held annually in the Shenandoah Valley of Virginia.

About Robert Hess

Aside from being a prostate cancer survivor, Robert Hess is a business owner, health and wellness advocate, bestselling author, and speaker. After his personal diagnosis in 2002, he made it his mission to educate and inspire others, and to create a simple system to ensure that no man receives a prostate cancer diagnosis when it has moved beyond the effective treatment stage. He has ridden the distance around the world on his bicycle since his treatment and created the Around World Cycling Challenge to inspire other cancer survivors to integrate exercise into their cancer survivor journeys. http://LinkedIn.com/in/RobertWarrenHess

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Prostate Cancer Awareness Project

The Prostate Cancer Awareness Project (PCAP) developed and operates an international prostate cancer early detection system available free on the Internet at http://ProstateTracker.org.

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PCAP PROSTATE CANCER AWARENESS PROJECT