



## NEWS RELEASE

For immediate release: Wednesday, May 21, 2014

### **ROCK 102 CAGED FOR THE CURE RADIO MARATHON**

Morning hosts Shack, Watson & Whitney will kick off the 4th annual *Rock 102's Caged for the Cure* radio marathon at 6:00 a.m. Thursday, May 22<sup>nd</sup> from The Centre Mall. They will be locked in a cage for 36 hours straight, broadcasting live and urging our community to donate money in support of the *Leslie & Irene Dubé Urology Centre of Health* at St. Paul's Hospital.

Prostate Cancer is the most common cancer to afflict men. 1 in 6 Canadian men will be diagnosed in their lifetime. *The Leslie & Irene Dubé Urology Centre of Health* at St. Paul's Hospital was established to provide the best resources and state-of-the-art equipment to enable advanced detection and less invasive treatment options for those suffering from prostate and other urological diseases.

St. Paul's Hospital *Leslie & Irene Dubé Urology Centre of Health* has also incorporated a 'nurse navigator' to serve as a patient advocate and liaison between health care providers and patients who need help finding their way through the health care system during this stressful time.

Since its inception in 2011, Rock 102's Caged for the Cure has raised more than \$279,000. This year's goal is to beat last year's total in support of the cause, and in turn 'release' the caged broadcasters (Mark Loshack, Derek Watson and Whitney Graves).

To make a donation call 649-CURE (2873), donate online at [www.rock102rocks.com](http://www.rock102rocks.com) ; [www.sphfoundation.org](http://www.sphfoundation.org) or visit Shack, Watson & Whitney at The Centre Mall on Thursday, May 22<sup>nd</sup> & Friday, May 23<sup>rd</sup>.

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