

FOR IMMEDIATE RELEASE

## **Astellas, the Movember Foundation and the Toronto Maple Leafs Enter a Power Play with #pucks4prostate**

Campaign supports research and awareness for prostate cancer, the most commonly diagnosed cancer among Canadian men

**Markham, ON, November 1, 2017** – Men, and their loved ones, across Canada just scored again with the announcement of **#pucks4prostate**, a social media campaign sponsored by Astellas Pharma Canada, Inc. (Astellas Pharma Canada) to raise awareness of prostate cancer.

Throughout the month of November, and during a special Toronto Maple Leafs' home game against the Arizona Coyotes on November 20<sup>th</sup>, fans can help improve men's health by posting selfies using the hashtag **#pucks4prostate**. For every Instagram or Twitter hash-tagged selfie – (moustaches are optional), Astellas Pharma Canada will donate \$5, up to a maximum of \$50,000, to Movember Canada. That includes every like, tweet, retweet, and reply using the hashtag.

"The Movember movement is about more than growing a moustache. It's about improving men's health all year long," said Michael Tremblay, president of Astellas Pharma Canada. "We are excited to team up with the Movember Foundation and the Toronto Maple Leafs to launch **#pucks4prostate** in Canada. This unique program is one small way we can make a meaningful contribution to raising awareness and donate funds to improve men's health through education, research, prevention and the early detection of prostate cancer."

It is expected that two in five Canadians will develop cancer in their lifetime.<sup>i</sup> Prostate cancer is the third most common cause of cancer deaths in Canadian males accounting for 10 per cent of all male cancer deaths. When detected early, prostate cancer patients have a 98 per cent chance of survival beyond five years.<sup>ii</sup> This figure drops to 26 per cent if detected late<sup>iii</sup>. To help increase the odds of early detection, routine check-ups with a doctor are recommended. For more information, visit [Facebook.com/pucks4prostate](https://www.facebook.com/pucks4prostate).

"At Movember, we love all of the unique and engaging ways our community raises funds," says Ken Aucoin, Country Director, Movember Canada. "Astellas Pharma Canada's **#pucks4prostate** campaign is a great example of doing great things while having fun, and we're excited to see this come together as we help men live happier, healthier, longer lives."

### **About the Movember Foundation**

The Movember Foundation is the only global charity focused solely on men's health, funding over 1,200 innovative projects across 21 countries. The Foundation raises funds and awareness for men's health programs supporting these critical areas: prostate cancer, testicular

cancer, mental health and suicide prevention. But our work is not done. Be the difference and go to [Movember.com](http://Movember.com) to donate or participate. Together we can stop men dying too young.

**About Astellas Pharma Canada, Inc.**

Astellas Pharma Canada, Inc., headquartered in Markham, ON, is a Canadian affiliate of Tokyo-based Astellas Pharma Inc. In Canada, Astellas has an intense commercial focus on four therapeutic areas – Urology, Immunology, Infectious Disease, and Oncology. For more information about Astellas Pharma Canada, Inc., please visit [www.astellas.ca](http://www.astellas.ca).

**For further information, contact:**

Michelle Reale  
Senior Communications Manager  
Astellas Pharma Canada, Inc.  
(905) 946-5621  
[Michelle.Reale@astellas.com](mailto:Michelle.Reale@astellas.com)

Britt Aharoni  
energi PR  
(416) 425-9143 x 201  
[Britt.aharoni@energiPR.com](mailto:Britt.aharoni@energiPR.com)

**References**

---

<sup>i</sup> <http://www.cancer.ca/en/cancer-information/cancer-101/cancer-statistics-at-a-glance/?region=on>

<sup>ii</sup> <http://www.cancer.ca/en/cancer-information/cancer-type/prostate/statistics/?region=sk>

<sup>iii</sup> <https://ca.movember.com/mens-health/prostate-cancer>