

# HOST A BIGGEST EVER BLOKES' LUNCH



**Biggest Ever Blokes' Lunch aims to raise funds and increase awareness of prostate cancer to reduce the impact on Australian men, their partners and families.**

The lunches started in Shepparton in 2009 after one bloke, the late Chris McPherson AM, found out he had incurable prostate cancer. Prostate cancer is the most commonly diagnosed cancer in Australian men and Chris wanted to persuade other blokes to take responsibility for their health and get checked.

Each event is tailored to the local community, with an energetic and passionate volunteer committee hosting an afternoon of fun interwoven with important men's health messages.

The lunches are generally held on a Friday, attended by 200-600 men and women at each event and include updates from Prostate Cancer Foundation of Australia, highly entertaining guest speakers, raffles, auctions and other fundraising activities.

PCFA supplies a detailed handbook with all the tools you need including branding, promotion and fundraising guidelines and our experienced teams will support your committee throughout.

**BIGGEST EVER BLOKES' LUNCH IS A TRUE COMMUNITY EVENT THAT ENCAPSULATES THE "CAN DO" SPIRIT OF REGIONAL AUSTRALIA.**

One of the largest community fundraising events for prostate cancer with over **39,000** attendees

Held in **20** locations around Australia and growing

Over **\$5.5M** raised for prostate cancer research & regional **Prostate Cancer Specialist Nurses**



*Proudly Supporting*



**Prostate Cancer  
Foundation of Australia**

# 1 IN 7 MEN WILL BE AFFECTED BY PROSTATE CANCER

## WHY WE NEED YOUR SUPPORT

A prostate cancer diagnosis is a cause of shock to 54 Australian men each day and the many people who love them.

No other cancer affects more Australian men and yet in far too many cases, men live with long-lasting impacts on physical and mental well-being and often fail to seek or find help or support. And very sadly, every day a permanent hole is left in nine Australian families when they lose a man they love to this insidious disease.

Prostate cancer is a particularly important issue for regional communities as men in regional and rural areas are 21% more likely to die from prostate cancer than their major city counterparts.

## PROSTATE CANCER IN AUSTRALIA

- Most commonly diagnosed cancer in men
- Approximately 20,000 Australian men are diagnosed each year
- Approximately 3,500 will die because of it
- More men die of prostate cancer than women die of breast cancer
- Men over 50 years of age, or 40 years if they have a family history of prostate cancer, should talk to their doctor about being tested at their next health check-up.



## CHRIS MCPHERSON'S LEGACY IN IMPROVING MEN'S HEALTH

Diagnosed with prostate cancer in 2007, the late Chris McPherson AM, turned his own personal challenge into an opportunity for the community by playing a key role in instigating the Biggest Ever Blokes' Lunch.

"When Chris discovered his prostate cancer was terminal it did not stop his passion of fundraising for better health services and he wanted it to be different for other men in his situation, particularly those in the country." said Chris' wife Gaye McPherson.

## HOW YOU CAN GET INVOLVED

### Contact

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#### For more information

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or call 1800 22 00 99



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