

# PHEN

*Prostate Health Education Network, Inc.*

**FOR IMMEDIATE RELEASE**

## **PHEN Kicks Off Houston, Texas Prostate Cancer Disparity Rally**

*Quincy, MA, October 15, 2023* – PHEN kicks off its Houston, Texas Prostate Cancer Disparity Rally to run from October 15<sup>th</sup> through November 9<sup>th</sup>. This follows, and continues, the prostate cancer awareness campaign that PHEN conducted in Dallas, Texas at the Cotton Bowl during the State Fair Classic football game between HBCUs Prairie View A&M and Grambling on September 30<sup>th</sup>. The Houston Rally will consist of radio (KMJQ, KROI, and KTSU) and social media prostate cancer awareness campaigns culminating with a virtual Town Hall meeting.

**Congresswoman Sheila Jackson Lee** (TX-D18) and **Rev. Dr. Frederick Haynes III** (Senior Pastor at Friendship-West Baptist Church in Dallas and Rainbow Push Coalition CEO) are headline voices for the Houston rally. Both recorded prostate cancer awareness messages for PHEN's State Fair Classic campaign in Dallas. They will be joined as rally participants by **Rev. Dr. Timothy Sloan**, Senior Pastor at The Luke Church, **Dr. Curtis A. Pettaway** from MD Anderson Cancer Center, and **Mr. Dewayne Charleston**, a Houston prostate cancer survivor. PHEN's President **Mr. Thomas Farrington**, Director of Community Partnership **Rev. Adrian Backus**, and Director of Clinical Trials and Patient Education **Dr. Keith Crawford** will all be active participants in the Houston rally.

The virtual Town Hall Meeting on November 8<sup>th</sup> will bring additional local leaders together to discuss community needs, ongoing awareness efforts with educational symposiums, and free prostate cancer early detection screening.

PHEN's Prostate Cancer Disparity Rallies raise public awareness and knowledge as well as mobilize communities to come together with PHEN in efforts to eliminate the prostate cancer racial disparity. Prostate cancer is the leading cause of cancer among Black men who die at a rate more than two times higher than all other men from this disease.

### **About PHEN**

PHEN was founded in 2003 by Thomas A. Farrington, a prostate cancer survivor, with a mission to eliminate the prostate cancer racial disparity, which is the largest for any major cancer for men or women. Working with community partners, PHEN implements national initiatives for prostate cancer awareness, early detection screening, treatment options, and clinical trials.

### **Media Contact:**

Vera Gruessner, Communications Coordinator  
verag@prostatehealthed.org  
781-718-0528