



# IT'S TIME TO TACKLE PROSTATE CANCER



**#PASS4PROSTATE**



# THE MATCH

Rugby is one of the fastest growing sports in the United States. With attendance at professional matches tripling from 2004 to 2011 and increasing still, sports fans all across America are joining the scrum. Last year alone, Astellas Pharma welcomed over 60,000 rugby fans to a sold-out match between the USA Eagles and New Zealand All Blacks at Chicago's Soldier Field.

In 2015, international rugby returns to Soldier Field on September 5 and Astellas is proud to be the presenting sponsor as the USA takes on Australia just ahead of the Rugby World Cup and the sport's return to the Summer Olympics after nearly a century.

Astellas is dedicated to helping people live a healthy life and physical activity is a key part of that. The commitment to healthy living demonstrated by these potential Olympic athletes is inspirational and shows fans around the world the importance of living a healthy, active lifestyle.



## THE #PASS4PROSTATE CAMPAIGN



September is also **Prostate Cancer Awareness Month**, and USA Rugby and the Australian Rugby Union are joining the Prostate Cancer Foundation in supporting the **#pass4prostate** challenge to raise awareness and support further research for the second most common cancer in men.

**The challenge is simple:** record a video of yourself catching any safe, inanimate object, mentioning why you're raising awareness of prostate cancer and passing the object in a rugby-style, cross-body motion off-screen symbolically to a friend or family member. Then, tag your nominees and post the video on Twitter, Facebook or Instagram with **#pass4prostate**.

Astellas will donate \$5 to the Prostate Cancer Foundation for every qualifying submission with the **#pass4prostate** hashtag posted to Facebook, Twitter or Instagram, up to a maximum contribution of \$75,000.\* To get the "ball" rolling, eligible participants who register at [pass4prostate.org](http://pass4prostate.org) will be entered to win awesome prizes, so get creative and have some fun for a good cause.



**Don't forget to tune in to NBC Sports Network at 7:30pm ET on September 5 to watch the USA Eagles take on the Qantas Wallabies.**

\*Full details of the challenge and important terms and conditions can be found at [www.pass4prostate.org](http://www.pass4prostate.org).