

## **Special supplement in The Times puts the spotlight on prostate cancer**

A special supplement dedicated to prostate cancer, which appeared in The Times on Tuesday 2 December, has helped to raise awareness of the disease.

Produced by Raconteur Media, in association with The Prostate Cancer Charity, the 16-page supplement focused on all aspects of prostate cancer, from research to treatment options and personal testimonies on the emotional impact of the disease.

Timed to correspond with the launch of The Prostate Cancer Charity's new strategy, 'Transforming The Future For Prostate Cancer', at a special event at The Science Museum, the supplement also offered the platform to discuss the five new goals of the Charity for 2020 and to galvanise the support of everyone involved in the prostate cancer community in achieving them. John Neate, Chief Executive of the Charity, wrote a foreword for the publication, which was distributed to 1.8 million people.

Neil Fox, a keen and much-valued Ambassador of The Prostate Cancer Charity, was interviewed for the supplement, speaking of his personal experiences of prostate cancer. His father died of the disease several years ago.

Funded solely by advertising, the independent publication written by leading health journalist, Roger Dobson, also featured a host of experts on prostate cancer discussing issues surrounding the disease.

John Neate, Chief Executive of The Prostate Cancer Charity, said: "The supplement was a superb opportunity for us to reach a very wide audience. To have 16 pages dedicated to raising awareness about prostate cancer - and setting out what we as a Charity will be doing to improve men's experiences of the disease by 2020 - has proved to be very positive. As well as an increase in calls to our Helpline, we had a very warm response from our supporters and key stakeholders."

Henrik Kanekrans, of Raconteur Media, said: "Working with institutions like The Prostate Cancer Charity is central to our vision at Raconteur, providing a platform to charities or private companies upon which to communicate their core message within a relevant editorial environment. We are proud to be able to offer this solution to creating awareness of such a serious condition, which affects so many men and their families, and look forward to working together on future reports."

The supplement generated a wealth of calls to the Charity's Helpline from men and women wanting to know more about prostate cancer.

Read the supplement on prostate cancer online.

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[http://www.prostate-cancer.org.uk/news/news\\_detail.asp?id=1179](http://www.prostate-cancer.org.uk/news/news_detail.asp?id=1179)

