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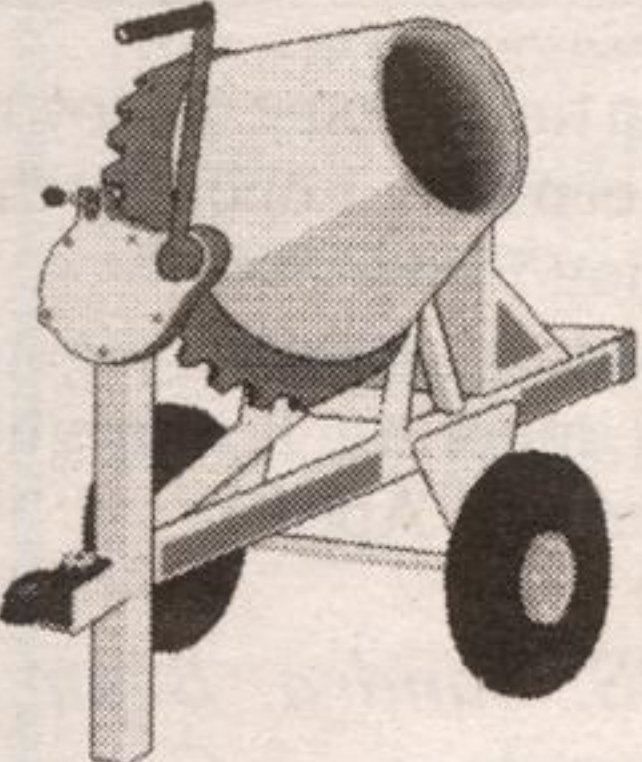
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# The Rockwood businesses on this page join in the fight against Cancer

## Cancer can be beaten

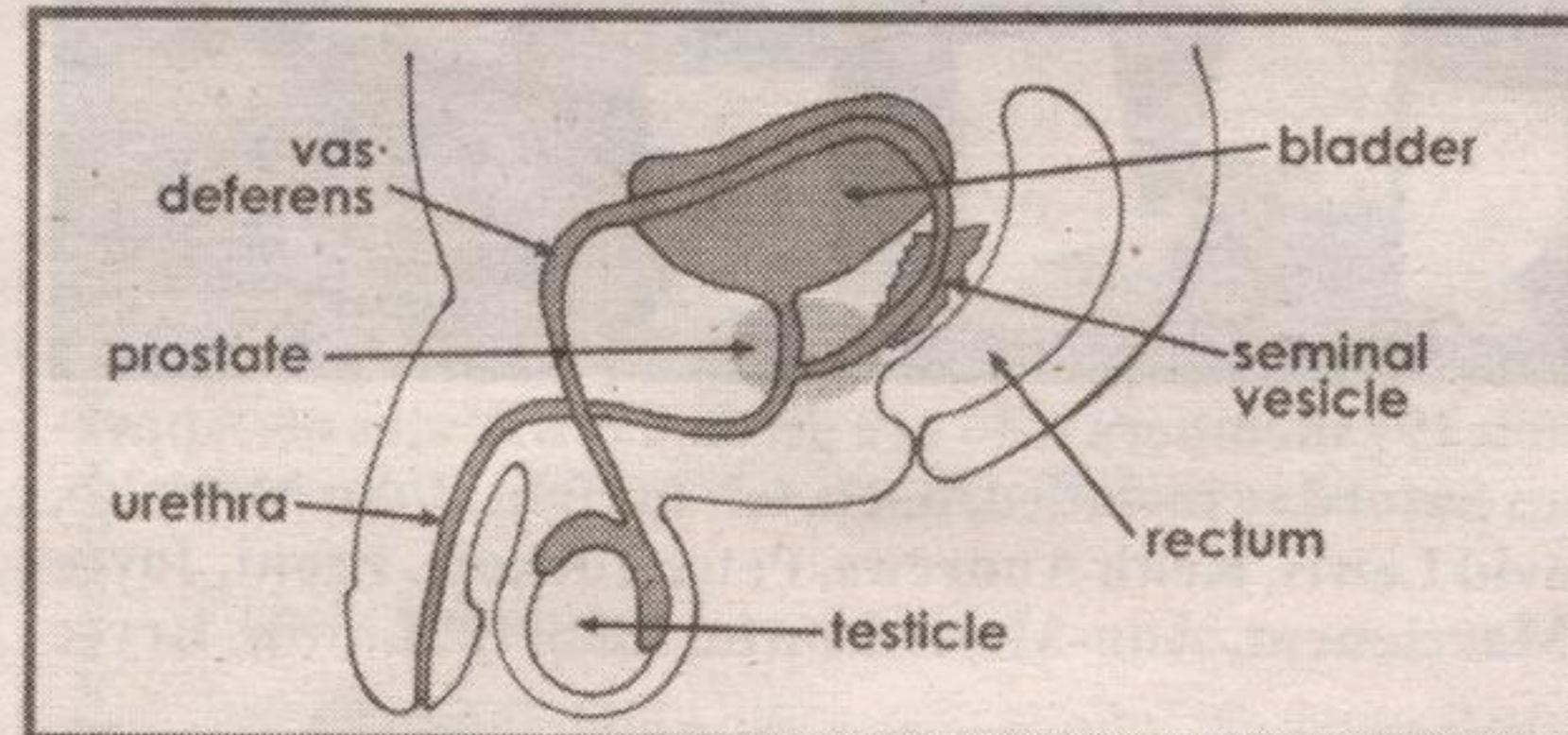
### Early detection of prostate cancer improves the chances of a cure

Statistics show that there has been a steady increase in the incidence of prostate cancer in recent years. In fact, the risk for Canadian men has escalated to 1 in 8! And it's not just an "old man's disease". It's being diagnosed in men as young as 43.

Prostate cancer is taking a terrible toll on Canadian men. But there is something that you can do about it. ... if you are 50 or older (or over 40 with a family history of prostate cancer), be sure that a digital rectal examination (DRE) is part of your annual physical. In addition, discuss with your doctor the potential benefits and limitations of the test to measure prostate-specific antigen (PSA) in your blood.

Four thousand Canadian men will die this year from prostate cancer. The truth is that a large percentage of them could have been saved through a routine medical check-up!

It was a routine medical check-up that saved former Toronto Argonaut coach Urban Bowman's life. In



July of 1998, during his annual physical, his doctor ordered a PSA blood test and performed a physical examination of his prostate gland. Both tests pointed to prostate cancer, and within weeks the gland was surgically removed.

Pathological studies of his prostate, after removal, confirmed that the cancer had not invaded surrounding tissue but was on the verge of doing so. Diagnosis and treatment came just in time.

"Since all this happened to me, I've asked myself a thousand times why so many men - myself included - are reluctant to undergo potentially life saving tests," the former coach asks. "Now I know that a digital examination is not

pleasant but when you consider the possible consequences, there is no question as to what action should be taken.

"I was personally very surprised to learn that government funding for prostate cancer research is insignificant compared to that for AIDS and breast cancer research - even though statistics show that prostate cancer is approaching epidemic proportions.

What is a prostate? The prostate is a small gland, almost exactly the same size as a walnut, which is only found in men. It is located below the bladder and in front of the rectum.

What is Prostate cancer? Prostate cancer is often a slow growing cancer. It may take eight to 10 years before

the disease becomes life threatening. In its early stages this cancer is most curable. However some prostate cancers grow and spread quickly.

What can you do? For starters, go for an annual exam. Today, nearly 60 % of all prostate cancers are caught before they spread and are curable at this stage. Every man over 40 years old should discuss prostate cancer with his doctor.

The causes of prostate cancer may include environmental, hereditary and dietary factors.

- Increase fibre intake to at least 25 grams per day.

- Increase the number of servings of fruits and vegetables to at least 5 per day.

- Reduce the fat in the diet to below 20 %.

- Use a multivitamin/mineral supplement daily that contains antioxidants and selenium.

- Eat plenty of tomatoes and tomato products - they are a major source of the antioxidant lycopene.

- Exercise at least 20 minutes per day at least 3 times a week.

## Greenscape daffodil sale benefits local Cancer Society

Greenscape Nursery is selling daffodils in the first week of April as an important contribution to the community.

This is Greenscape's fourth year of selling daffodils for the Canadian Cancer Society. The goal is to sell 400 bunches. Stop in and show your support.

The cost per bunch is \$5. They will be ready and available for sale at Greenscape's retail location, 1 km west of Rockwood on Highway 7.

Or call 519-856-1311.

The sale of daffodils to aid the Canadian Cancer Society started with a Tea Party in Toronto attended by Lady Eaton. The idea spread across Canada and soon the American Cancer Society adopted the idea.

Today the Canadian Cancer Society generates over \$7 million in revenue through daffodil sales, most of which goes to fighting a disease which has spared few families.

*Greenscape Nursery & Garden Centre*

Hwy. 7 Rockwood

**Will be Selling Daffodils**

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