

Host a Biggest Ever Blokes' Lunch



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

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' Lunches are true community events that encapsulate the "can do" spirit of regional Australia just like Apex Australia.

One of the largest community fundraising events for prostate cancer with **over 27,000 attendees**

Held in **13 regional and metro locations** and growing

Over \$3.5M for prostate cancer research and regional Prostate Cancer Specialist Nurses

 Prostate Cancer Foundation of Australia

BIGGEST EVER BLOKES' LUNCH

TOGETHER AGAINST PROSTATE CANCER



Prostate Cancer Foundation of Australia

1 in 8 Male Apexians will be affected by prostate cancer

Why we need Apex Australia's 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
- 20,000 Australian men are diagnosed each year
- 3,300 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, and Past Apex Club President, 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 Apex Clubs can get involved

Contact

APEX Project Leader

Andrew Roberts

M 0417 690 787

E AndrewRoberts@sureway.com.au

PCFA National Community

Fundraising Manager

Liz Wynn

M 0417 437 779

E liz.wynn@pcfa.org.au



**Prostate Cancer
Foundation of Australia**

Prostate Cancer Foundation of Australia, the peak national body for prostate cancer in Australia, has been working for the past 20 years to raise awareness, fund world-leading research and provide evidence based information and support to men and their families affected by prostate cancer.

For more information visit www.pcfa.org.au or **1800 22 00 99**