

“I strongly urge Tasmanians to get behind this campaign by taking on a role that is outside their normal routine anytime from mid June to mid July,” Mr Lennon said.

To register, or for more information about Boss the Boss, visit The Cancer Council Tasmania website at cancertas.org.au or call 1300 65 65 85.

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Boss_{the}Boss

Mid June to mid July 2007



Wednesday 6 June 2007
Media Release

Premier Serves It Up to Politicians

Waiting on his fellow politicians, particularly that of the Liberal or Green variety, is not usually the Premier's cup of tea. But he agreed to serve morning tea at Parliament House this morning to launch The Cancer Council Tasmania's *Boss the Boss* campaign, which raises funds for prostate cancer.

As the Council's Vice Patron, the Premier was happy to take on a waitering role to raise awareness of prostate cancer and to encourage Tasmanians to get behind this campaign.

Mr Lennon said that *Boss the Boss* participants can get bossy for prostate cancer by trading places with staff or taking on an entirely different role for a day or for a period of time during the day.

"The *Boss the Boss* campaign is a simple and fun way to raise awareness of, and funds for, prostate cancer and all money raised by The Cancer Council Tasmania stays in this state," he said.

Chief Executive Officer of The Cancer Council Tasmania, Lawson Ride, said that more than 400 Tasmanian men were diagnosed with prostate cancer every year. That's more than the number of Tasmanian women diagnosed with breast cancer annually.

"Through the *Boss the Boss* campaign, The Cancer Council Tasmania is hoping to raise awareness of the prevalence of this disease and raise money to fund cancer research and support programs for those affected by prostate cancer," Mr Ride said.

"Tasmanian men are dying of embarrassment every day because they won't discuss changes in their bodies with their doctors. This means that the disease is usually well advanced by the time diagnosis occurs.

"While significant inroads are being made into prostate cancer research, there's still so much we don't understand about this disease," he said.