



Veterans Prostate
Cancer Awareness

Press Release

For Immediate Release

September 30, 2022

“What’s Your Number?”

Prostate Cancer in men is on the rise, projecting to surpass Breast Cancer in 2023. Meanwhile, Veterans are 40% more likely to develop Prostate Cancer than civilian men and are therefore recommended to start their yearly prostate exams earlier. It was for that reason that VPCa, Veterans Prostate Cancer Awareness, decided to produce the media campaign “What’s Your Number?”

“What’s Your Number?” is a marketing campaign that was created to drive awareness around early screening and knowing your PSA, Prostate-Specific Antigen, number. Upon doing so we are hoping that we will motivate men to get themselves tested annually. There is a large percentage of men that did not have their regular scans during the COVID-19 pandemic and therefore we want to get them back into their doctors as quickly as possible.

To view our first “What’s Your Number?” Public Service Announcement (a PSA about PSA), please visit [need to insert YouTube link/similar here].

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