

"TIE ONE ON"

PINTS FOR PROSTATES, PIKE BREWING COMPANY,
Us TOO International, and DENDREON Corporation

A Charitable Event: Thursday, June 16, 2011

Seattle WA - June 1, 2011 Cheers, Bottoms Up, Down the Hatch... Men have hundreds of words for drinking, but a very limited language to discuss their health, particularly issues such as prostate cancer. ***They may know their IPA but do they know their PSA?*** At Pike Brewing Company on June 16th "Tie One On" is not about drinking. It's about the blue ribbon, and raising men's prostate health awareness. Timed for Father's Day, Pike's Pints For Prostate is a great way to bring families together to combat this all too prevalent disease. Come support a campaign that is reaching millions of men through the universal language of beer. Every pint benefits the cause, so bring your friends and raise a glass to fight prostate cancer.



[Pike Brewing Company](#) presents [Pints for Prostates](#), a charitable fundraiser to help fight prostate cancer. The entire day, beginning at 11 a.m., will be dedicated to the Pints for Prostates cause. Twenty percent of the proceeds of every beverage sold that day will be given to the Pints for Prostates campaign and [Us TOO International](#). Highlighting the day is a special evening event from 6-9 P.M. in the Museum Room at The Pike Pub. Representatives from Pints for Prostates, Us TOO International, [Cancer Care Alliance](#), and [Dendreon](#) Corporation, who are helping support the event, will be on hand to answer questions about detection, diagnosis

and treatment. Additionally, a silent auction and raffle will be held during the evening event. Enter to win a *Beer Lover's Dream Trip*: [The Pints for Prostates European Beer Tour](#) for two to the European beer cities of Prague, Bamberg and Munich for Oktoberfest September 9-19, 2011. The trip for two includes nine nights' accommodations, travel by private coach, rail and public transport; transit passes in Prague; brewery visits, beer tasting, entrance fees and tours (see itinerary), breakfast daily, four dinners with beer, three beer lunches, and trip leadership. Air travel to Prague and from Munich is not included.

Pints for Prostates is a 501(c) 3. Through the universal language of beer, this campaign encourages men to take charge of their health. The group was founded by prostate cancer survivor and beer writer Rick Lyke in 2008. The grassroots effort raises awareness among men of the importance of regular health screenings and PSA testing by making appearances at beer festivals, social networking and pro bono advertising. According to the National Cancer Institute, approximately 218,000 new prostate cancer cases were diagnosed in the U.S. in 2010. More information is available at www.pintsforprostates.org. Pints for Prostates also has a presence on Facebook and Twitter (@pints4prostates).



Pike Brewing Company is proud to partner with Pints for Prostates, Us TOO International and Dendreon Corporation to make this a successful event. We encourage you to invite your brothers, fathers, husbands and friends to join us in lifting a pint of Pike; "through the universal language of beer" we can help effect a cure!

SQUARE TOMATO ↓

Pike would like to thank Square Tomato LLC, an award winning Seattle advertising agency, who generously donated their time and creative talents in support of the Pints for Prostates cause.

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