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### New York Post Starr Report

*Michael Starr*  
NY Post  
July 30, 2008

SNY's **Gary Apple** emceeds Monday's 5th Annual Celebrity Golf Tournament/Dinner to benefit the Sean Kimerling Testicular Cancer Foundation at the Bethpage Red Course (Farmingdale). Kimerling, the Ch. 11 sports anchor, was only 37 when he died from testicular cancer in 2003. **Darryl Strawberry**, **Sean Landetta** and **Howard Cross** are expected at the event.

[Click here for full story...](#)

### Health Leaders Media Highlights Carpetestes Video

*Gienna Shaw*  
HealthLeaders Media  
July 9, 2008

I recently found myself clicking on a link that opened an online video—one in a series of humorous ads urging men to check themselves for testicular cancer. The person who forwarded the link to me didn't even know I cover healthcare marketing—he just thought I'd get a laugh out of it. Because, you know, there's nothing funnier than testicular cancer.

[Click here for full story...](#)

### Off-color crusade hits men in the ..

*By Heather May*  
The Salt Lake Tribune

What do you get when a group of mostly men brainstorm ways to promote self-testicular exams?

There are about 30 phrases for testicles - "satchel full of yarbles," "donkey omelets" and "nutty buddies" to name a few - in a sing-a-long viral video that's a current hit on YouTube.

[Click here for full story...](#)

### Foundation launches www.carpetestes.org

With the help of Struck Media, we are pleased to announce the launch of [www.carpetestes.org](http://www.carpetestes.org). [Click here to go there now.](#)

### Foundation joins Young Adult Alliance as inaugural member

The Sean Kimerling Foundation was chosen to join a select group of cancer organizations from across the country as part of a coalition committed to improving cancer outcomes for young adults between the ages of 15-40. The *Young Adult Alliance* was established after The National Cancer Institute and the Lance Armstrong Foundation conducted a Progress Review Group to study the needs of young adults with cancer and offer recommendations for a national agenda. The Young Adult Alliance is committed to:

- Promoting relevant research and the delivery of patient care;
- Generating awareness of the issues around young adult cancer;
- Advocating for young adults with cancer; and
- Advancing community based programs and services.

For video of the recent Inaugural Adolescent & Young Adult (AYA) Cancer Symposium in Cleveland, presented by University Hospitals - Rainbow Babies & Children's Hospital Ireland Cancer Center and Rise Above It (RAI), please click here: <http://www.uhhospitals.org/tabid/4499/Default.aspx>

For more information about the *Young Adult Alliance*, visit: [http://www.livestrong.org/site/c.ivKZLbMRIsG/b.865471/k.B49/Young\\_Adult\\_Alliance.htm](http://www.livestrong.org/site/c.ivKZLbMRIsG/b.865471/k.B49/Young_Adult_Alliance.htm)

### Foundation selected by the Lance Armstrong Foundation to fulfill requests for shower cards

The Lance Armstrong Foundation recently selected the Sean Kimerling Foundation to provide shower cards and testicular cancer information to all organizations and constituents contacting the LAF for information. We have received and fulfilled requests from the University of Alaska Anchorage, the University of Ohio, St. Luke's Tumor Center in Boise, Idaho, SUNY New Paltz, the University of Texas, and Vanderbilt University.

### DZP designs national ad campaign for SKTCF to raise awareness about testicular cancer

The Sean Kimerling Foundation is partnering with DZP Marketing Communications, a integrated branding, design and advertising consultancy, in developing and launching a cutting edge public awareness campaign targeted to raise awareness about testicular cancer among young adult males in their late teens and early 20's. The campaign, tentatively scheduled to begin roll out in late summer 07, will incorporate icon male celebrities communicating a powerful awareness message, linked to a specifically designed awareness campaign microsite for more information on testicular cancer. Stay tuned for more developments.

To learn more about DZP, visit: <http://www.dzpusa.com/>

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**New 'Program in a Box' ready to present by TC survivors to young male audiences**

The Sean Kimerling Foundation has developed an easy to deliver multi media presentation intended for delivery to high school classes, work groups and other venues where testicular health discussions are appropriate. The presentation was designed by **Grigon Communications** in New York specifically to be delivered by survivors and volunteers with no public speaking experience or health education background and contains video segments from doctors and survivors as well as an animated demonstration on how to do a self examination. If you are interested in presenting the program in your community, please contact the Sean Kimerling Testicular Cancer Foundation at [info@seankimerling.org](mailto:info@seankimerling.org).

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**Former Knick Great John Starks Scores Big For The SKTCF!**

With the help of Knick great John Starks, the Sean Kimerling Foundation reached hundreds of high school students about the risks of testicular cancer. When he played in the NBA, John Starks was never afraid to take a big shot, and he came thru for both the Sean Kimerling Testicular Cancer Foundation and the Susan G. Komen Breast Cancer Foundation on Friday May 13th. The former Knick All Star appeared at "Cancer Awareness Day" at Teaneck High School in New Jersey. More than 700 students learned about the dangers of testicular and breast cancer in young people. The SKTCF thanks John, the NY Knicks, and the Susan G. Foundation for making the day a huge success.

**Marlins 3B Appears In SKTCF Public Service Announcement**

Florida Marlins third baseman Mike Lowell is one of the best all around players in baseball. Now Lowell is lending his support to the Sean Kimerling Testicular Cancer Foundation.

Mike underwent successful testicular cancer surgery in March of 1999. Because of that first-hand experience, Mike knows the importance of getting the word out about TC and the need for regular self-exams. The public service announcement will appear on stations nationwide, including WPIX-TV in New York, where Sean was the Weekend Sports Anchor at the time of his death.

Thank you Mike, for helping to spread the word to men on the importance of regular checkups and early detection!