

CARPETESIES

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Events

7TH ANNUAL SEAN KIMERLING TESTICULAR CANCER FOUNDATION CELEBRITY GOLF TOURNAMENT AND DINNER RAISES OVER \$130,000 TO FIGHT TC

SKTCF thanks all sponsors and supporters for your generosity and our most successful event ever!

Presented by PIX 11, participants tried to win a 2011 Jeep Grand Cherokee at the Hole in One sponsored by Franklin Sussex Auto Mall.

During the dinner led by Master of Ceremonies Eyewitness News Meteorologist Bill Evans, SKTCF honored NY METS Hall of Famer, Ed Kranepool, Jeff Wolf, Ed Wolf, the Richard E. Capri Foundation, and PIX 11.

John Amirante of NY Ranger's fame opened the awards dinner with his moving rendition of God Bless America.

Many of the biggest names in sports and entertainment including Rick Ackerman, John Amirante, Ottis "OJ" Anderson, Stephen Baker, Gary "US" Bonds, Chad Cascadden, Rich Caster, Rick Cerone, Ron Darling, Bill Evans, Emily Frances, Gene Hammer, Bruce Harper, Sean Landeta, Lolita Lopez, Jackie Martling, Tommy McDonald, Curtis McGriff, Randy Neuman, Karl Nelson, Mike Torrez, Jim Watkins, Perry Williams and many others were among those invited to join with corporate sponsors and supporters to raise money to help fight TC.

Everyone enjoyed the magnificent course at the Muttontown Country Club in East Norwich, NY. Watch the SK website for information on next year's event, or send a request to info@seankimerling.org to be added to next year's invite list.

SKTCF proudly announces PIX11 will be the named sponsor of the 2011 event.

PIX11 /Sean Kimerling Testicular Cancer Foundation 8th Annual Celebrity Golf Tournament and Dinner
For sponsorship information contact info@seankimerling.org.

We proudly thank the Metro NY Porsche Club, who selected the SKTCF as their 2011 Fuel the Cure charity. Watch our website for updates.



Watch Our Video From The
7th ANNUAL
CELEBRITY GOLF
TOURNAMENT & DINNER

Produced by Jeff Oppenheim of Big Fresh Productions. View a photo album of the event courtesy of photographer Adam Chinitz achinitz@mac.com. SKTCF thanks Adam and Jeff for their help and contributions.



Wine Tasting



Canoeing Takes Balls



Delta Upsilon Fraternity



Traveling Baseball Babes

EVENTS ACROSS THE COUNTRY SUPPORTED SKTCF THROUGHOUT THE YEAR

The foundation thanks friends and supporters across the United States who have joined the fight against testicular cancer:

- Andrew J. & Loretta Friedman hosted a Wine Tasting
- Canoeing Takes Balls paddled from Albany to New Jersey in support of SKTCF
- Delta Tau Delta & Alpha Xi Delta Sorority Flag Football Tournament at Purdue University
- Delta Upsilon Fraternity, San Jose, California; 2nd Annual Gatorade Duck Pong and Ultimate Frisbee Tournament
- Farm House Fraternity at the University of Wyoming hosted a Badminton Tournament
- King's College / Men's Lacrosse / Wilkes Barre, PA
- Texas Tech students hosted their first ever undie run
- Traveling Baseball Babes Walk-a-thon
- Uno Chicago Grill's New York City Restaurants hosted a Dough Raiser
- Metro NY Porsche Club of America Annual Kickoff Dinner for "Fuel the Cure"

Join us on [Facebook](#) and follow us on [Twitter](#) to receive updates on new events throughout the year.

Create a "Virtual Event" or celebrate your birthday by helping to ensure others can celebrate theirs. Contact r.hoosain@seankimerling.org for information on creating a CAUSE benefiting SKTCF on your Facebook page. Ask your family and friends to donate \$10.00 in celebration of your day.

Sponsoring an event is a great way to boost awareness of testicular cancer and attract socially conscious individuals. For information on how to sponsor an event contact info@seankimerling.org or download our special events brochure [here](#).

UPCOMING EVENTS WATCH OUR WEBSITE FOR INFORMATION

Crawl for the Ball 2, Chicago, IL Spring 2011
Travel Baseball Babes Walk-a-thon 2, Long Island, NY Summer 2011

Foundation News

SKTCF ANNOUNCES NEW BOARD MEMBER

SKTCF is pleased to announce Eric J. Meyrowitz will join its Board of Directors.

Eric J. Meyrowitz was named Vice President/General Manager of PIX11, Tribune Broadcasting New York's CW affiliate, in September 2010. Prior to his role at PIX11, he was Vice President/General Manager of the Tribune owned Washington, DC station, WDCW-TV.

"I am honored to be selected for the board of directors of the Sean Kimerling Testicular Cancer Foundation," Meyrowitz said. "It is a great organization which raises awareness and provides valuable resources in support of early diagnosis and treatment. I look forward to helping SKTCF to continue their mission of providing support and education for young men and their families".

If you would like to be considered for SKTCF's volunteer board, please submit a letter explaining your interest and your resume to info@seankimerling.org, Subject: Board Consideration.

NO PHONE CALLS. The search committee periodically reviews candidates and will contact those they believe would be most appropriate for consideration.

SKTCF DEFINES MISSION / VISION STATEMENTS

SKTCF Mission

The mission of the Sean Kimerling Testicular Cancer Foundation is raising awareness of testicular cancer and the importance of early diagnosis and treatment.

SKTCF Vision

SKTCF is the only national TC organization focusing exclusively on the importance of and need for awareness, early diagnosis, and treatment. Our vision is to create an environment:

- *Where conversations about TC are open and occur without embarrassment or stigmatization;*
- *Where health providers routinely perform testicular exams;*
- *Where information about TC is easily accessible to everyone;*
- *Where diagnosis and treatment are addressed when the disease is in its earliest stages;*
- *Where no man dies from this disease.*

Programs

SKTCF AWARDED 5 YEAR, \$25,000.00 GRANT FROM THE RICHARD E. CAPRI FOUNDATION TO SUPPORT NEW MEDIA PROGRAM

SKTCF AWARDED \$10,000.00 GRANT FROM THE TRIBUNE FOUNDATION TO SUPPORT NEW MEDIA PROGRAM

SKTCF AWARDED GOOGLE GRANT TO HELP PROMOTE SEANKIMERLING.ORG

Since its founding, the Sean Kimerling Testicular Cancer Foundation has invested in public awareness programs and services that lead to behavioral changes, and further the mission of raising awareness of testicular cancer and the importance of early diagnosis and treatment. SKTCF is a national organization focusing exclusively on health promotion and prevention services related to TC. Employing bold new approaches SKTCF has used groundbreaking tactics to engage targeted populations. Education materials including videos, brochures, posters, and training materials can be downloaded from the website.

SKTCF'S NEW MEDIA PROGRAM Funded in part by grants from the Richard E. Capri Foundation and the Tribune Foundation, the New Media Program includes efforts to leverage social networks and other forms of social media to expand awareness of TC, and the need for early diagnosis and treatment. Because the disease primarily affects young men under 40, awareness efforts must target this demographic group. Due to changes in media consumption patterns, it

is increasingly difficult to reach this audience through traditional media. At the same time, the explosion of social media offers extremely effective tools to engage with this audience.

Since the program launched:

SKTCF web traffic increased 204% indicative of the desire and need for information relating to testicular health, early detection, and treatment, demonstrating the important role SKTCF plays in the fight against TC, and quantifying the efficacy of the foundation's mission.

Comparing the SKTCF website (Google Analytics) to:

Health Foundations and Medical Research sites of similar size:

- traffic visits are approximately 1,005% higher
- average time on the site is approximately 140% higher

Cancer Sites of Similar size:

- traffic visits are approximately 1,722%% higher
- average time on the site is approximately 293% higher

SKTCF's "blogger" cajoles, challenges, and reminds readers on the importance of testicular health. Our BLOG consistently ranks in the top ten pages most read of the website. [Visit our BLOG, today!](#)

Our Facebook followers have increased over 200% and this platform is one of the top 5 referrers to the SKTCF website.

\$100.00 will help support new media programs. A recurring gift can help extend and expand new media programs. [Please donate today!](#)

Follow us on Twitter, Friend us on Facebook, Join our discussions on LinkedIn. Create a FB Cause and Support the Fight against TC. Use the CAUSE app to create a cause on YOUR OWN page and designate SKTCF as the beneficiary.

Do you know you can auction on Ebay/Missionfish and designate SKTCF as the beneficiary?

SEAN KIMERLING TESTICULAR CANCER FOUNDATION PARTNERS WITH UNITEDHEALTHCARE TO HELP FIGHT TESTICULAR CANCER

The Sean Kimerling Testicular Cancer Foundation proudly announced UnitedHealthcare is the exclusive sponsor of the SKTCF shower card program. Thousands of cards have been shipped across the United States. For more information [click here](#). Every health club and gym should have them available. \$15.00 will cover shipping and handling fees for 60 shower cards distributed to individuals at risk. A recurring gift can supply over 60 shower cards PER MONTH. [Please donate now](#).

NEW PRINT EDUCATION MATERIALS AVAILABLE FOR DOWNLOAD ON SKTCF WEBSITE

[Click Here](#).

The Diagnosis Poster is a graphic representation of incidence of TC in United States.

Checking is Part of the Game.

Health providers, gyms, and schools should display this poster as an important reminder of testicular exams. Created pro-bono as a public service by Barker/DZP.

\$25.00 will help supply over 40 self-exam posters to healthcare or health service providers' offices, high schools or college gyms, and health clubs. A recurring gift can supply over 40 posters PER MONTH.

\$50.00 will help provide over 100 print education resources to community groups and activists who want to help provide information on testicular health and self-examination. A recurring gift can supply over 100 pieces PER MONTH.

SEAN KIMERLING TESTICULAR CANCER

FOUNDATION TC RESOURCE KIT - This online education program includes multimedia and interactive presentations. Also included are training materials targeting discussions with medical and health services professionals. Every month activists, community leaders, survivors, and health providers download materials and help educate their communities on issues relating to testicular cancer. By the end of the year health providers, educators, activists and survivors are projected to have made over 700 presentations. There is NO COST or FEES to download the Resource Kit.

Start Educating Your Community Today. [Register here.](#)

[HELP SUPPORT SKTCF'S EDUCATION PROGRAMS](#)

Cause related marketing campaigns, in partnership with the Sean Kimerling Testicular Cancer Foundation can increase sales, customer loyalty, enhance your brand image, and generate positive media coverage while helping to save the lives of young men. For information on program sponsorship opportunities contact info@seankimerling.org.

Phoneballs.com launched a campaign and is donating 10% of all proceeds to SKTCF. "Need to protect your iPhone from everyday cuts and scrapes? Have a soft spot in your heart for testicles?" [Click here.](#)

"This is what matters to me" Kharmanyc.com Campaign - limited edition tees available exclusively through Kharmanyc.Com. 40% of all proceeds will be donated to SKTCF [click here.](#)

START YOUR HOLIDAY SHOPPING EARLY AND JOIN THE FIGHT AGAINST TC

FUTURE PROGRAMS

In 2007 the foundation created and launched a series of hugely popular viral videos on YouTube and Carpetestes.org. The 6 videos created a very successful viral campaign, and in total, have been viewed over 2 million times. The Carpetestes videos are still ranked within the top 100 most viewed nonprofit videos on YouTube. SKTCF seeks to create, distribute, and position a new set of Carpetestes videos using web 2.0/3.0 tactics. The goal is to create another viral campaign. The Foundation seeks funding to increase the Carpetestes program portfolio. Contact info@seankimerling.org for sponsorship

CHECKING
IS PART
OF THE
GAME.

Testicular Cancer
is the #1 cancer
striking men under 40.

It's also one of the most curable when caught early. Ask your doctor to check for TC on your next visit. There's also a simple check you can perform yourself — it's private and painless. So don't let TC take you out. Man up and check.

For info and a tutorial video, go to
seankimerling.org or log onto checkyourselfout.org

SEAN KIMERLING
TESTICULAR CANCER
FOUNDATION

opportunities.

To promote racial and ethnic health care equity, the foundation envisions outreach programs utilizing online, offline, and social networking platforms to promote awareness of testicular cancer and the importance of early diagnosis and treatment to Latino populations. The death rate among Latino men who have the disease is approximately 60% higher than White men. Early intervention is linked to awareness about testicular cancer, and the critical importance of earlier treatment. Latino populations are highly reachable via new media and online platforms. Multiple research studies suggest Latinos' access social networking sites more than Whites', and tend to be culturally drawn to the collective qualities of social networking. The Foundation wants to create culturally competent messaging and compelling new media outreach, thereby empowering the community to promote earlier treatment and improve health outcomes. Projects include:

- New Media Programs targeting Latino populations
- Spanish Language Shower Cards
- Spanish Language Brochures and Posters
- Spanish Language Carpentestest Videos
- Spanish Language Resource Kits
- Spanish Language Website

For sponsorship information contact info@seankimerling.org.

Research

Comic Books Featuring 'Super Heroes' Educate Young Men About Testicular Cancer

September 24, 2010

Source: Medical News Today

Comic books may help to educate young men and their partners about testicular cancer and its early symptoms and encourage them to do more self-screening, according to Ryerson University School of Fashion professor and comic book artist David Brame.

[See our research page.](#)

Scholarship Aid for Those Battling Cancer

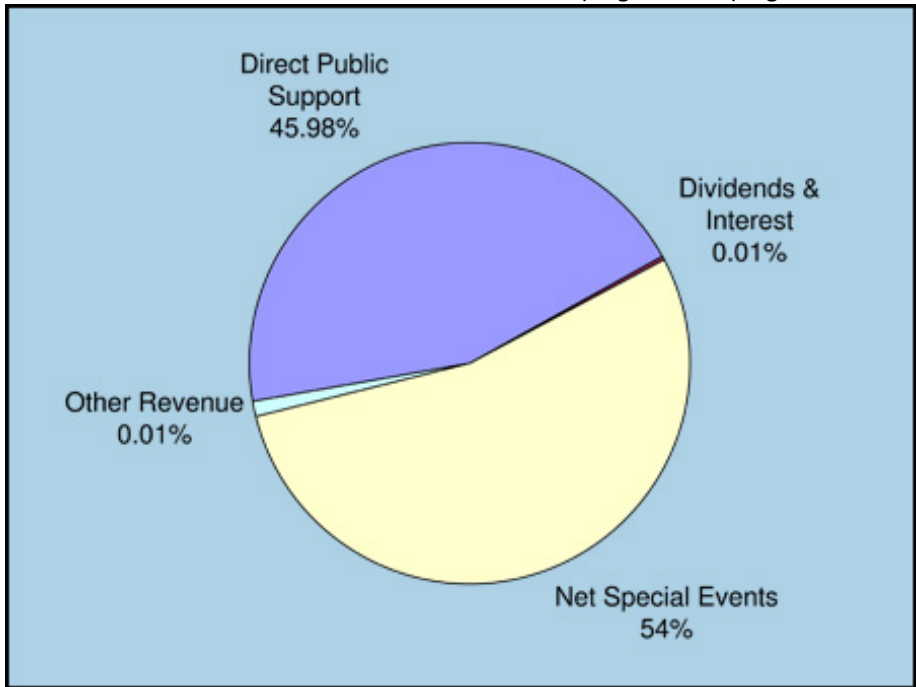
Whether you have been diagnosed with leukemia, brain, bone marrow, thyroid, or testicular cancer you have the option to continue your educational goals with the help of a cancer scholarship. If you are currently enrolled in college and have been diagnosed with cancer it is important to stay in touch with your faculty as well as the director of financial aid to see what eligibility you have for students who have recently been diagnosed with a severe illness.

[Click here for information.](#)

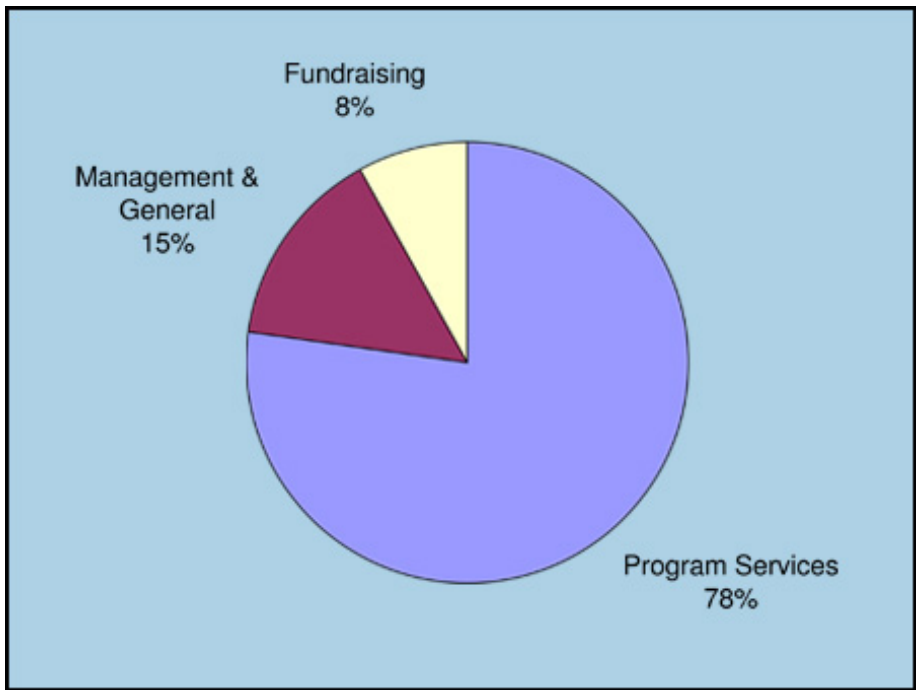
Financials

SKTCF respects the importance of using YOUR resources wisely, to further the foundation's mission. The Sean Kimerling Testicular Cancer Foundation's nonprofit reports are posted on www.guidestar.org. You may register on the site for free.

INCOME AUGUST 31, 2010



OPERATING BUDGET AUGUST 31, 2010



"If he hears you have testicular cancer, he NEEDS to hear, we caught it early."

WAYS TO HELP

[Click here](#)

Recurring giving allows you to dedicate a fixed amount each month to fund Sean Kimerling Testicular Cancer Foundation programs and services throughout the year.

Memorial donations honor your loved one.

Tribute donations honor a special person or event.

Stock donations of appreciated securities support our programs and provide additional tax benefits for donors. To make a stock donation, contact noah@seankimerling.org.

Corporate matching gifts are a great way to increase your donation with employer matching funds. Many employers will match your personal donation. Check with your company for more information on matching gift programs. Send forms to r.hoosain@seankimerling.org.

DO YOU KNOW THE SYMPTOMS FOR TC?

See your doctor if you notice any of the following:

- Pain, swelling, or hardness in the testis, or some combination
- Small, painless lump on the testicle
- Heaviness and/or fluid in the scrotum
- Ache in the lower abdomen or groin area
- Accumulation of blood or fluid in the scrotum
- Enlargement or change in the way a testicle feels
- Tenderness in the breast area
- Lower back pain

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