



## News Release

### **JEFF STELLING TEAMS UP WITH CARLSBERG IN EPIC CHALLENGE FOR PROSTATE CANCER UK**

**24 February 2016:** Intrepid television presenter, Jeff Stelling has announced he will embark on an epic charity walk to help tame prostate cancer in association with Carlsberg.

Teaming up with leading men's health organisation, Prostate Cancer UK, the long-standing Soccer Saturday host will complete 10 walking marathons in 10 days, from boyhood club, Hartlepool United to Wembley between March 21-30.

Clocking in at more than 250 miles, Jeff's *Men United March*, [menunitedmarch.org](http://menunitedmarch.org) will see the 60-year-old check in on 31 football clubs and he will be joined every step of the way by close friend, and Hartlepool United Chief Executive, Russ Green.

En route, Jeff will be joined by famous friends and colleagues and people affected by prostate cancer – and on Monday, March 28<sup>th</sup> staff from Carlsberg will join him on the march from Northampton to Milton Keynes.

Paul Morris, Sponsorship and Activation Manager at Carlsberg UK said: "We are extremely proud of our on-going relationship with Prostate Cancer UK. It's a fantastic cause that our people care deeply about and have supported for a number of years. We hope the association helps to amplify the organisation's messaging to reach more men nationwide. Jeff is a fantastic ambassador for Prostate Cancer UK and for Carlsberg – we look forward to joining the march and offering our support."

Jeff Stelling commented: "I deal in statistics – but the ones we are dealing with here are shocking. One man dies every hour from this disease, that's six in the course of Soccer Saturday every week. One in eight men will get prostate cancer, and for black men the odds

are even worse at one in four. I want to get football fans, and all men, learning about the risk and I want to help fund the research that can turn those statistics round.

“Prostate cancer is not discerning. It doesn’t just hit the bad guys; it’s the good guys as well. I’ve got friends such as Sky Sports rugby league colleagues Bill Arthur and Eddie Hemmings who I have known longer than I care to remember. Both are great guys who have been affected by prostate cancer and I’ll be meeting more men like them along the way.

“Part of my motivation is of course taking Hartlepool to Wembley; it’s a journey the club and its supporters have never made. Of course Carlsberg are no strangers to Wembley and I’m delighted that they’re backing the Men United March; with partners like them on board I think we’re on the right track to making this disease something men and their loved ones no longer fear. To do this we need to raise vital funds – and I need everyone to support me and all the men affected by prostate cancer by visiting [menunitedmarch.org](http://menunitedmarch.org) and pledging their support.”

Prostate Cancer UK is the Official Charity Partner of The Football League and 25 clubs are represented along the route, through the heartlands of England.

Angela Culhane, Chief Executive of Prostate Cancer UK, will be joining Jeff on the fourth day of the challenge between Rotherham and Chesterfield and said: “Jeff’s been a huge supporter of ours for many years, and has seen first hand the dangers of this disease through some of his closest friends in the business, and we are with him every step of the way on his epic Men United March.

“We are very grateful for the continued backing from Carlsberg, who have been friends of ours for several years. They, like us, are committed to fighting back against this disease.

“Also, by encouraging their staff to take part in the leg between Northampton and Milton Keynes, Carlsberg are a perfect example of what we call Men United; friends getting together and doing something great to beat prostate cancer.”

To support Jeff, and find out more about his challenge, visit [menunitedmarch.org](http://menunitedmarch.org).

**-ENDS-**

## NOTES TO EDITORS

For any media enquiries and information requests including interviews, features, events and photography, please contact Kara Duggan or Michelle Williams at Fleet Street Communications on 0203 567 5800 or email [kara@fsc.uk.com](mailto:kara@fsc.uk.com) / [michelle@fsc.uk.com](mailto:michelle@fsc.uk.com)

### About the Men United March

- Jeff's Men United March is one of many events supporting Prostate Cancer UK's bold aim to tame prostate cancer within a decade. Averaging ten walking marathons in ten days, Jeff's Men United March will symbolise the challenge ahead and profile the charity's ambition to ensure a disease, currently killing over 10,000 men a year, will be something the next generation of men need not fear.
- Along the route, he will also be joined by club chairs, chief executives, managers, League Manager's Association members, former players and commercial sponsors to raise further awareness and funds.
- Money raised from the challenge will be used to help 'shift the science' and crack the three core issues of diagnosis, treatment and prevention which have been left unsolved for too long.
- Jeff's route and dates is below:

Day	DATE	Weekday	START	MIDPOINT(S)	END
1	21 <sup>st</sup> Mar	Mon	HARTLEPOOL UNITED	Middlesbrough	MARSKE
2	22 <sup>nd</sup> Mar	Tues	YORK CITY		LEEDS UNITED
3	23 <sup>rd</sup> Mar	Weds	DONCASTER ROVERS		SCUNTHORPE UNITED
4	24 <sup>th</sup> Mar	Thurs	ROTHERHAM UNITED	Sheffield Wed Sheffield United	CHESTERFIELD
5	25 <sup>th</sup> Mar	Fri	DERBY COUNTY	Burton Albion (Car To Cavendish Bridge) Nottm Forest	NOTTS COUNTY
6	26 <sup>th</sup> Mar	Sat	WOLVES	Walsall West Brom Aston Villa	BIRMINGHAM CITY
7	27 <sup>th</sup> Mar	Sun	COVENTRY CITY		LEICESTER CITY

8	28 <sup>th</sup> Mar	Mon	NORTHAMPTON TOWN		MK DONS
9	29 <sup>th</sup> Mar	Tues	LUTON TOWN	St. Albans	WATFORD
10	30 <sup>th</sup> Mar	Weds	AFC WIMBLEDON	Brentford Fulham Chelsea QPR	WEMBLEY

### **About Men United and Prostate Cancer UK:**

- Prostate Cancer UK has a simple ambition – to stop men dying from prostate cancer.
- Through shifting the science over the next 10 years to focus on radical improvements in diagnosis, treatment, prevention, and support, we can make prostate cancer a disease the next generation of men need not fear. Standing against injustice, Men United is Prostate Cancer UK's movement for everyone who believes that men are worth fighting for. Already more than a quarter of a million strong, Men United will help Prostate Cancer UK raise its game - and the funds vital to beat this disease. Working together, we can stop prostate cancer in its tracks.

### **Key headline statistics**

- 10000 men die from prostate cancer in the UK each year. That's one man every hour
- It's the most common cancer in men, with over 330,000 living with the disease.
- Without urgent action, prostate cancer is set to become the most common of all cancers by 2030 which is why we must all act now.
- Prostate cancer treatment often causes devastating, long term side-effects. Incontinence and erectile dysfunction strike at the heart of what it means to be a man.
- Anyone with concerns about prostate cancer may contact Prostate Cancer UK's Specialist Nurses in confidence on 0800 074 8383 or online via the Live Chat instant messaging service: [www.prostatecanceruk.org/](http://www.prostatecanceruk.org/). The Specialist Nurse phone service is free to landlines and open from 9am to 6pm Monday to Friday with late opening until 8pm on Wednesdays.
- Visit [prostatecanceruk.org](http://prostatecanceruk.org) now to help beat this disease.

### **About Carlsberg UK**

Carlsberg UK is aiming to be the best beer and beverage business through household name beer and cider brands including Carlsberg, Carlsberg Export, Poretti, Grimbergen, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. It offers world and craft beers through its Crafted range, local and regional ales through its Tapster's Choice collection, and hundreds of wines and spirits through its Crown Cellars portfolio. Importantly, the company is engaged with society, which means it embraces its responsibilities and always strives to do the right thing.

To find out more about the company, its brands and Sustainability work, visit:

[www.wearecarlsberg.co.uk](http://www.wearecarlsberg.co.uk) or follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/CarlsbergUKCorp).