



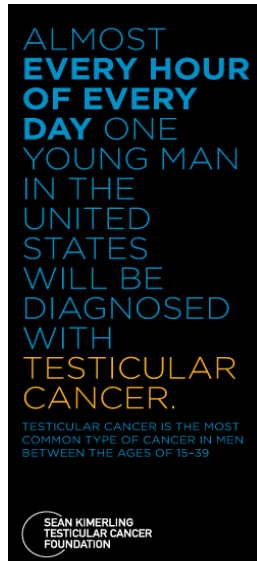
## **PROGRAMS**

Since its founding, the Sean Kimerling Cancer Foundation has invested in public awareness programs and services that lead to behavioral changes, and further the mission of education on the importance of and proper way to perform a testicular self – examination.

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 to further grassroots advocacy campaigns can be downloaded from the website.

The foundation is committed to raising awareness about TC and providing information about TSE. Continuing efforts are critical to ensure that individuals and practitioners are aware of risk reduction strategies, generate new conversations, and create an environment of proactive momentum for change in attitude and actions.

## PRINT EDUCATION/AWARENESS MATERIALS



Whether attempting to reduce your risk or educate a friend or loved one, this easy to understand brochure, created pro-bono as a public service by Barker/DZP, provides basic information about testicular cancer including risk factors, symptoms, and an easy to understand 4-step instructional guide to performing a TSE.



Every healthcare or health service provider's office, high school or college gym, and health club should post this 4-step poster, created pro-bono as a public service by Barker/DZP, featuring step-by-step instructions to performing a TSE.

Available March 2009

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## CARPETESTES.ORG



To help spread the message and assist young men to learn the importance of TSE the foundation, in partnership with Struck Creative, developed an online campaign, “Carpe testes”, and launched a micro site for it at [www.carpetestes.org](http://www.carpetestes.org) in December 2007. The site features five humorous videos reminding men to examine themselves. Promoted exclusively through viral marketing, the videos rank within the top ten most viewed non-profit spots on YouTube.

## SHOWER CARDS



To help spread the message facilitating young men to learn the importance of TSE, the foundation has a shower card available for distribution. The cards are a reminder of testicular cancer information and how to self-exam. The foundation also offers a “custom version” allowing organizations to imprint their logo on the card reinforcing their own brand image and demonstrating their support to fight TC and encourage self-exam. YOUR LOGO can appear on the back of the card.



## **SEAN KIMERLING TESTICULAR CANCER FOUNDATION RESOURCE KIT**

In partnership with Grigon Communications Inc, the foundation is launching a self-contained grassroots advocacy and communications program online through its website. The resource kit includes multimedia and interactive presentations. Community leaders, TC survivors, health services professionals, and other activists are provided with the means to deliver testicular health discussions to high school classes, work groups and other venues where are appropriate. Also included are training materials targeting discussions with medical and health services professionals.

Available 2<sup>nd</sup> quarter 2009