

First Bus Joins Forces With Prostate Cancer UK

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Figures show that 10,000 men die from prostate cancer in the UK each year

- Prostate Cancer UK awareness campaign aims to reduce deaths
- First Bus donates around £150,000 worth of advertising space on buses to Prostate Cancer UK

Eye catching posters on the sides and interiors of many First buses across the UK will help raise awareness of prostate cancer over the coming months.

First Bus has donated around £150,000 of advertising space on its buses to help raise awareness of Prostate Cancer UK's pledge to solve diagnosis problems which are blamed for many of the UK's prostate cancer deaths.

Figures from Prostate Cancer UK shows that one in eight men across the UK are diagnosed with the disease at some stage in their lives and more than 10,000 men die from prostate cancer in the UK each year, one man every hour.

Prostate Cancer UK was chosen as FirstGroup's Charity of Choice partner following a vote of 25,000 employees from its bus, rail and tram operations across the UK. The three-year partnership, which began in April 2015, aims to raise £1m in cash and in kind to support Prostate Cancer UK's work to help more men survive prostate cancer and enjoy a better quality of life.

Employees at First Bus across the UK have helped raise funds and awareness through events including quizzes, cycle rides, sponsored runs, collections and cake sales.

Managing Director of First Bus, Giles Fearnley, said: 'We are proud to support Prostate Cancer UK and delighted that many of our vehicles feature the powerful new posters. A key aim of our partnership with Prostate Cancer UK is to ensure First Bus employees, customers and the wider community know their risk of prostate cancer, raising awareness of the disease and the support available from the charity. I'm proud of the enthusiasm and passion that so many of my colleagues have shown for fundraising and supporting Prostate Cancer UK - it is truly inspiring.'

Angela Culhane, Chief Executive at Prostate Cancer UK said: 'It is fantastic to see our adverts displayed on buses across the UK and we are very grateful to First Bus for donating this space.'

She added: 'Our aim is to stop prostate cancer being a killer and this partnership is helping us to achieve this. The money and awareness raised by First Bus is allowing us to focus on radical improvements in diagnosis, treatment, and prevention, as well as supporting those affected by the disease. We thank everyone at First Bus for their ongoing support and commitment in helping us beat prostate cancer.'

Anyone with concerns about prostate cancer can contact Prostate Cancer UK's Specialist Nurses in confidence on 0800 074 8383 or via the online Live chat, instant messaging service at www.prostatecanceruk.org. The Specialist Nurse phone service is free to landlines and open from 10am to 4pm Monday to Friday with late opening until 8pm on Wednesdays.

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