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## 6 TOP STARS FROM ACTING, MUSIC AND POLITICS GO HOME WITH YOU FOR MOTHER'S DAY

JACK BLACK, JASON SEGEL, NEIL PATRICK HARRIS, JOSH RADNOR, GAVIN  
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If it takes irreverence to get noticed, the **Men for Women Now** initiative is doing just that. "Using humor in the same sentence as mammogram and pap smear may be a little unorthodox, but if that's what it takes to get the women in your life to make appointments for these tests, let's keep doing it," said Noreen Fraser, the founder of the *Noreen Fraser Foundation* for women's cancers.

It's Simple. All you have to do is go to **MENFORWOMENNOW.com** to send a video E-Card to your mother, wife, sister, daughter or friend. The celebrities use their personality to persuade you that a mammogram and pap smear might be a better gift than perfume and candy.

The **Men for Women Now** initiative hopes to inspire men to show their love and support for the women in their life by annoying them on a daily basis until they call their doctor and get these tests done. "I know how busy we all are and it's easy to put our health on the back burner. Early detection today is as close as we can get to a cure, so women need to make their health a priority and get a mammogram and pap smear," Ms. Fraser said.

**The Noreen Fraser Foundation:** The Noreen Fraser Foundation uses educational and awareness campaigns to raise funds for translational cancer research aimed at developing new prevention methods, diagnostic tools and non-toxic therapies to treat women's cancers. Our hope is that until there is a CURE, women's cancers will become manageable diseases which can be controlled with targeted treatments that protect patients' quality of life. Noreen Fraser, a stage IV cancer survivor, has played a pivotal role in raising money and awareness of the importance of translational cancer research as co-creator and co-producer of Stand Up To Cancer, a movement which has raised over 100 million dollars for cancer research to date.

**2008 Cancer Facts:** The American Cancer Society has reported that breast cancer is the second most common cancer among American women. The chance of developing invasive breast cancer at some time in a woman's life is about 1 in 8 (12%). In 2008, it was estimated that 182,460 new cases of invasive breast cancer would be diagnosed among women in the United States and that about 67,770 new cases of non-invasive (DCIS) breast cancer would be diagnosed.

Death rates from breast cancer have been declining since about 1990, with larger decreases in women younger than 50. These decreases are believed to be the result of earlier detection through screening and increased awareness, as well as improved treatment.

Cervical cancer was once one of the most common causes of cancer death for American women. The number of American women with cervical cancer has decreased about 75 percent in the past 50 years - largely due to the Pap test. A Pap smear can find changes in the cervix before cancer develops. It can also find early cancer in its most curable stage. Additionally, Gardasil, an FDA-approved vaccine, has also been recommended to reduce the risk of cervical cancer. Gardasil protects against HPV, a virus that is the leading cause of cervical cancer.