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Sports Legends and Sonora Quest Laboratories Offer On-site Prostate Screenings
'POP' mobile screening unit tests men at their workplace

(PHOENIX) March 31, 2005: A commonly diagnosed cancer that takes more than 30,000 lives each year is a step closer to early diagnosis and treatment, thanks to Arizona's only mobile prostate cancer screening facility. The **Prostate On-site Project ("POP")** travels to workplaces and job sites, offering men low-cost, 15-minute prostate exams. In the coming weeks, businesses, community organizations and service clubs are being approached to schedule POP for on-site screenings.

As with any cancer, early detection and treatment remain the keys to survival. The convenience of mobile screening overcomes another obstacle to the successful treatment of prostate cancer: men's procrastination. POP's on-site screenings provide early detection, dramatically reducing the cost of treatment and the time off required for annual screening appointments.

"The loss to employers in sick time, productivity and health benefits paid because of prostate cancer is in the hundreds of millions of dollars," said Gene Felker, the 76-year-old founder of POP. "More than 220,000 men are diagnosed with prostate cancer each year, including men in their peak earning years."

Felker, a former NFL defensive end and ASU assistant coach under Frank Kush, used the POP acronym as a conscious tribute to the highly successful "MOM" program – a mobile mammography and breast cancer screening facility available to women. He didn't know anything about the disease until he had prostate cancer surgery and radiation therapy in 1998.

Felker recruited 55 former players and coaches to become the advisory committee of "Sports Legends Prostate Cancer Projects," a 501 (c) (3) non-profit organization he operates on a shoestring from a storefront in Mesa. Twelve board members are, like Felker, prostate cancer survivors. The organization purchased a used 39-foot school classroom bus, and Mesa RV dealer Robert Crist & Co. donated conversion of the interior to accommodate three screening rooms. POP performed its first on-site screenings in late 2003.

Sonora Quest Laboratories, an integrated laboratory system that offers comprehensive diagnostic testing, information, and related services used by physicians and other healthcare providers to diagnose, treat, and monitor diseases and other medical conditions, became interested in POP in 2004, supplying personnel and laboratory services to the cause. "Sonora Quest was the last piece of the puzzle, and a perfect fit," Felker added. "Now POP can be a year-round operation."

"Two years ago, I watched a 55-year-old friend die of prostate cancer. If he had detected the disease earlier, there's a good chance he would be alive today," Felker said. "We want businesses to schedule a POP screening because early detection really does save lives"

To schedule a visit from the POP mobile screening lab, call Gene Felker at Sports Legends Prostate Cancer Projects, (480) 964-3013, or visit the foundation's Web site: www.prostatecheckup.com.