

The Drive Against Prostate Cancer

A Free Screening Program Launched by Thor Industries

Maxwell/Gurdjian, www.rvtechstop.com

Many new products and ideas were featured at the RVIA show in Louisville this past December. We believe the one that will impact the most lives was launched by Thor Industries. This second largest manufacturer of recreational vehicles has collaborated with Cancer Research Institute, Endocare, Bayer Diagnostics, and UroCor to create *The Drive Against Prostate Cancer*, a program that offers free prostate screenings to men over the age of 40. Bayer donated 10,000 PSA tests and UroCor has donated the test analyses.

Wade F. B. Thompson, Chairman and CEO of Thor Industries, Inc., is a prostate cancer survivor and is the driving force behind this project.

With his encouragement, many RV component manufacturers contributed products to outfit the specially equipped Thor vehicle built by Air-stream Mobile Medical.

The Drive Against Prostate Cancer vehicle will be making stops across the United States to educate men about the disease and encourage them to have routine screenings by providing free and easy access to testing by trained physicians. The age group most at risk for prostate cancer is the same age group that comprise the majority of RV owners. Therefore, the program will be available at many major RV events. As mentioned above, the program's first appearance was at the RVIA show in Louisville, KY, and is currently scheduled to appear in con-

junction with RV events at Tampa, FL, in January, 2000; Pomona, CA, in March, 2000; Washington, DC, in June, 2000; and Harrisburg, PA, in September, 2000. Other currently scheduled stops include Memphis, TN on February 4; New Orleans, LA on February 7; Houston, TX on February 9; Salinas, KS on February 11; Scottsdale, AZ on February 22; and Aspen, CO for the Audi Ski Event February 24 through 29. The first week of March, the Drive vehicle will be in San Diego, the second week in Los Angeles, the third week in Long Beach, and the fourth week in San Francisco.

Local physicians and technicians will be available at each stop to provide the free exams. *The Drive* vehicle is very well equipped with a



RV Industry Contributors

Alcoa	framing/wheels
Braun Corporation	vehicle lift
Carrera Designs	painting/design
Dometic/A&E	awnings/roof air
Endura	flooring
Freightliner	chassis
Girard	awnings
Integraf	logos/decals
Kevco	glass
Mid West Sales	flat-panel TV
Power Gear	jacks
Power Tech	generator
PPG	paint
SeaLand	lavatory
Summit Products	rock guard
U-Line	refrigerators

comfortable waiting room and two private examination rooms. The screenings include a PSA blood test and optional DRE (Digital Rectal Exam). Visitors are strongly encouraged to take advantage of the full exam because early detection is the key to successful treatment. However, no matter how good the facility and how well intentioned the creators of this program, it will not do any good if men do not walk through the door to be tested.

Wade Thompson speaks from the heart when he talks about this project. Mr. Thompson revealed that he was extremely lucky. When his physician told him his PSA was elevated and that the rectal exam was

suspicious, he asked the level of his PSA the previous year. To his surprise, the doctor told him the previous test had also been elevated. Thompson immediately sought treatment and was, quite fortunately, successful in beating the disease. Thompson's family knows firsthand about the emotions of choosing a treatment plan, undergoing therapy, and then waiting to hear the outcome. These events dramatically underscore how each of us must assume responsibility for our own well being. It is just not enough to get the tests done-we must insist on knowing the results and then be prepared to aggressively take action. Wade Thompson is committed to

helping others avoid some of the anguish he experienced. Early detection of prostate cancer greatly increases the chances for a cure and *The Drive Against Prostate Cancer* offers this opportunity freely to thousands of men at risk for the disease.

We encourage all our readers to listen to Wade Thompson-please take advantage of this generous program. Watch for *The Drive Against Prostate Cancer* vehicle at upcoming RV events or in your community over the next year.

We will publish the updated schedule on the "NOTES" page as soon as it becomes available.

Current Schedule for *The Drive Against Prostate Cancer* (as of 1/24/00)

In conjunction with RV events

January, 2000	Tampa, FL
March, 2000	Pomona, CA
June, 2000	Washington, DC
September, 2000	Harrisburg, PA

Community visits

February 4, 2000	Memphis, TN
February 7, 2000	New Orleans, LA
February 9, 2000	Houston, TX
February 11, 2000	Salinas, KS
February 22, 2000	Scottsdale, AZ
February 24-29	Aspen, CO
March (first week)	San Diego
March (second week)	Los Angeles
March (third week)	Long Beach
March (fourth week)	San Francisco
