

The Male Bag Foundation

Reducing the impact of prostate cancer on men and the people who love them



News Release

The Male Bag Foundation and Barwon South West Health District join forces to boost prostate cancer survivorship

Key points

- The Male Bag Foundation (MBF) has pledged \$60,000 to accelerate the delivery of a transperineal biopsy machine (TBM) for Barwon Health. The pledge is the Foundation's highest for the 2019-20 financial year.

- Foundation Patron David Parkin OAM said:

“The MBF is a purpose-built charity working to reduce the impact of prostate cancer in regional Australia, and we welcome the opportunity to accelerate the delivery of world class prostate cancer biopsy services from Portland to Queenscliffe. Our experience tells us that localising TBM services is a game-changer for men’s health and the people who love them.”

He went on to say,

- “Being able to help regional communities really inspires our volunteers and sponsors, and I encourage every bloke in South West Victoria to mark Father’s Day by making a tax-deductible donation to this cause. Your support is vital.”
- The Foundation is calling for motorcyclists to join its 11-13 October Postie Bike fund raising ride through the Health Care District.
- Zoe Waters, Executive Director of the Barwon Health Foundation said:

“We would like to thank The Male Bag Foundation for their generous support towards the purchase of a transperineal biopsy machine for Barwon Health. This generosity ensures that advanced biopsy services for public patients will be available in Geelong.

“With a cost of close to \$200,000, the purchase will be made possible through a combined donation from The Male Bag Foundation, Cancer After Care Group Geelong, the Geelong Racing Club and the Barwon Health Foundation.

“It is heartwarming to see four key organisations come together with a common goal to purchase this vital biopsy machine to help improve early detection and treatment for prostate cancer patients.”

- **David Parkin OAM will be speaking about the Foundation’s mission and men’s health at the Geelong Racing Club’s Father’s Day Race Day Lunch on 1 September 2019. He is available for interviews.**

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Full Release

- The Male Bag Foundation has pledged \$60,000 to Barwon South West Health District to accelerate the commissioning of a transperineal biopsy machine (TBM) in Geelong. The TBM will give state-of-art biopsy services to public patients across the region.
- The Foundation is running a 1,200 km ride through the Health Care District from 11 to 13 October 2019. The ride is open to motorcyclists with Postie Bikes on a daily or weekend basis. As well, the public is welcome to join the lunch and evening program (details below).
- The TBM procedure supersedes existing surgery, has a much lower risk of infection and a shorter recovery time. Equipping Geelong with a TBM is a game changer for men's health in the South West Health District that stretches from Portland to Queenscliffe. Previously, TBM procedures have not been available for public patients in the District and patients were forced to accept significant costs associated with travel and longer recovery times.
- Foundation Patron David Parkin OAM said:

"The MBF is a purpose-built charity working to reduce the impact of prostate cancer in regional Australia, and we jumped at the opportunity to accelerate the delivery of advanced prostate cancer biopsy services in South West Victoria. Our experience tells us that localising TBM services is a game-changer for men and the people who love them."

He went on to say,

"Helping regional communities really drives our team of volunteers, and I encourage as many blokes as possible in South West Victoria to mark Father's Day by making a tax-deductible donation to our mission. Your support is vital" he concluded.

- Zoe Waters, Executive Director of the Barwon Health Foundation said

"We would like to thank the Foundation for their generous support towards the purchase of a transperineal biopsy machine for Barwon Health. This generosity ensures that advanced biopsy services for public patients will be available in Geelong.

"With a cost of close to \$200,000, the purchase will be made possible through a combined donation from The Male Bag Foundation, Cancer After Care Group Geelong, the Geelong Racing Club and the Barwon Health Foundation.

"It is heartwarming to see four key organisations come together with a common goal to purchase this vital biopsy machine to improve early detection and treatment for prostate cancer patients."

- In addition to support for Barwon Health, the Male Bag Foundation has facilitated specialist services and TBMs to hospitals in Ballarat, Bairnsdale, Bendigo, Murray Health, Dubbo, Wagga Wagga and Griffith. Hospitals to be assisted in 2020 will be announced as part of the 11-13 October event.

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Introducing the Foundation

Our mission

To create a better world for men and the people who love them

Background

The Male Bag Foundation Ltd - purpose-built charity with a clear mission and strategy

The Foundation is an incorporated not-for-profit charity developed to raise funds for much needed specialist equipment and services to reduce the incidence of prostate cancer in regional Australia. It uses Postie motorbike rides to build awareness and raise funds for targeted outcomes. Our brand and activities resonate with major corporates, farmers and regional communities.

The first ride was from Perth to Melbourne in 2013. The Foundation was established on 2 February 2015 (ABN: 52602823496) and donations are Tax Deductible. The Board comprises volunteer Directors, there are no employees so that 100% of donations go targeted outcomes.

Our Chairman is Mr Robert Glover and our Patron is Dr David Parkin OAM.

Objectives and achievements - boosting awareness in men's health and reducing prostate cancer deaths in regional Australia

Our rides have raised over \$1.3 million and fast-tracked the delivery of Transperineal Biopsy Machines (TBMs) and specialist care to hospitals in Bairnsdale, Ballarat, Bendigo, Dubbo, Griffith and Wagga Wagga.

We estimate around 400 men per week use a TBM facilitated by our efforts.

In October 2019 the Foundation is partnering with Barwon Health to facilitate a TBM to service public patients in Victoria's South West (Portland to Queenscliffe).

Riders cover the costs of each event, and day to day operations are managed by volunteers and professional advice is provided pro-bono.

Making a difference - facilitating the early detection and reducing the impact of prostate cancer on men, families and regional communities

Men in regional and rural communities don't like going to the major cities for medical treatment and many ignore the early signs of prostate cancer. Early biopsies in regional hospitals using the latest technology followed by quick treatment saves lives.

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11-13 October Barwon Health South West Postie Bike Ride

Media channels can pre-arrange interviews and ride involvement along the ride. Route details are on the MBF website and media contact details are listed below.

Day 1. Airbiz Abbotsford, bay side to Sorrento. Ferry and lunch to Queenscliff, Port Lonsdale, Barwon Heads, Torquay, finishing in Geelong. Evening entertainment at the Little Creatures Brew House, guided tour, food and drinks. Overnight at Riverglen Holiday Park.

Day 2. Breakfast Cafe R n R, Great Ocean Road via Anglesea, Lorne (morning tea at Grandma Shields Bakery), Apollo Bay for lunch. Otway Ranges via Skene's Creek, Forrest and Birregurra (Festival and Art Show), returning to Geelong via Winchelsea. Fund raising dinner.

Day 3. Breakfast at Cafe R n R, ride Drysdale via the Portarlington Rd to St Leonards, Indented Heads and the Jack Rabbit Winery for lunch. Melbourne via Eastern Beach and Highway.

Join us and make a difference.

Contacts

For radio interviews

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