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ProstAware to partner with Chick-fil-A Peach Bowl to raise funds, create awareness for prostate cancer

Artist Jared Emerson will paint three pieces, which will be auctioned off for charity

December 22, 2016 (Atlanta) — ProstAware, a nonprofit devoted to raising awareness about prostate cancer through the dynamic worlds of music, technology and sports, will partner with the Chick-fil-A Peach Bowl to raise money and create awareness in the fight against prostate cancer.

ProstAware has commissioned artist Jared Emerson to paint three pieces for the Dec. 31 game at the Georgia Dome, which will serve as a College Football Playoff Semifinal game between No. 1 Alabama and No. 4 Washington. Emerson's paintings have been sold at charity auctions for as much as \$15,000 and he has done commissioned pieces for more than \$50,000.

Dr. Scott Miller, the founder of ProstAware and a robotic surgeon with Georgia Urology, said he is thrilled to be partnering with the Chick-fil-A Peach Bowl. Last year, the two College Football Playoff Semifinal games attracted audiences of 15.6 and 18.6 million viewers, respectively.

"We are honored to be partnering with a game of such stature and excited about the recognition that it will bring to the fight against prostate cancer, which is the second-leading cause of cancer death among American men," Dr. Miller said. "We also would like to thank Jared for his commitment to helping raise awareness for prostate cancer through his talents and exciting performances."

One of Emerson's paintings will be a studio-commissioned piece in which the two teams playing in the game will be featured. Emerson also will do two live painting performances at the Chick-fil-A Peach Bowl FanFest Presented by Tyson on the day of the game at the Georgia World Congress Center before an anticipated crowd of 30,000. He will create these paintings prior to the introduction of each team at FanFest.

The paintings will be auctioned online on the bowl game's official website, <http://www.chick-fil-apeachbowl.com/>. The partnership will bring ProstAware exposure in a variety of ways, including public service announcements on the dome's electronic boards.

"In addition to providing an unmatched Bowl Week experience for the players and fans, the Chick-fil-A Peach Bowl is college football's most charitable bowl game — having provided \$21 million in charity and scholarships since 2002," said David Epps, Chick-fil-A Peach Bowl Chief Operating Officer and Vice President, Marketing. "Alabama and Washington fans are in for a special treat

when Jared hits the stage and does his thing. What he does is amazing, but how he does it will blow you away. We're proud to partner with him to benefit ProstAware and raise awareness of prostate cancer and proper screening."

ProstAware is a 501(c)3 nonprofit organization dedicated to educating men and their loved ones about prostate cancer through the dynamic worlds of music, technology and sports. ProstAware encourages men to know how prostate cancer can affect them, provides a centralized resource for prostate cancer awareness and promotes education and awareness through its annual Blue Ties events, local speaking engagements and health programs. Visit www.ProstAware.org for more information.

Interviews available upon request.

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