

FOR IMMEDIATE RELEASE

## **Astellas and #Baskets4Bros Raise \$50,000 for Movember with Toronto Raptors Fans**

*Astellas Pharma Canada launches social media campaign to rally support for the third most common cancer among Canadian men*

**Markham, ON, December 1, 2016** – Attendees at the Toronto Raptors’ game at the Air Canada Centre on November 28th were encouraged to bring Movember to a close in a big way through a social media and digital campaign designed to generate awareness and raise \$50,000 in support of prostate cancer. Astellas Pharma Canada asked Raptors fans at the game to show their support for Movember online and take selfies using the hashtag “#baskets4bros.” For every Instagram or Twitter hashtagged selfie, \$5 is being donated (up to a maximum of \$50,000) to Movember Canada by Astellas. Movember supporters not attending the game were also encouraged to post selfies using the #basket4bros hashtag.

“Astellas is a proud supporter of Movember and prostate cancer research,” said Michael Tremblay, President of Astellas Pharma Canada, Inc. “Whether it is growing your mo to help raise awareness and funds for men’s health or beginning a conversation around mental health, Movember is doing its critical part to help men from dying too young by promoting early detection of prostate cancer. Astellas is excited about reaching our \$50,000 fundraising goal, in addition to our internal initiatives that have raised funds in support of Movember.”

If detected early, prostate cancer patients have a 98 per cent chance of survival beyond five years. This figure drops to 26 per cent if detected late<sup>i</sup>. To help increase odds of detection, routine check-ups with your doctor are recommended.

“This fundraising goal couldn’t have been achieved without the help of Raptors fans,” said Tremblay. “I’d like to thank everyone who helped us reach our fundraising goal and the efforts of Astellas employees who showed their support for the cause by raising and donating money for Movember.”

It is expected that two in five Canadians will develop cancer in their lifetimes.<sup>ii</sup> Prostate cancer is the third most common cause of cancer deaths in males accounting for 10 per cent of all male cancer deaths.<sup>iii</sup>

**About Astellas Pharma Inc.**

Astellas Pharma Inc., based in Tokyo, Japan, is a company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceutical products. We focus on Urology, Oncology, Immunology, Nephrology and Neuroscience as prioritized therapeutic areas while advancing new therapeutic areas and discovery research leveraging new technologies/modalities. We are also creating new value by combining internal capabilities and external expertise in the medical/healthcare business. Astellas is on the forefront of healthcare change to turn innovative science into value for patients. For more information, please visit our website at [www.astellas.com/en](http://www.astellas.com/en)

**About Astellas Pharma Canada, Inc.**

Astellas Pharma Canada, Inc., headquartered in Markham, ON, is a Canadian affiliate of Tokyo-based Astellas Pharma Inc. In Canada, Astellas has an intense commercial focus on four therapeutic areas – Urology, Immunology, Infectious Disease, and Oncology. For more information about Astellas Pharma Canada, Inc., please visit the corporate website: [www.astellas.ca](http://www.astellas.ca)

**For further information, contact:**

Michelle Reale  
Corporate Communications  
Astellas Pharma Canada, Inc.  
(905) 946-5621  
[Michelle.Reale@astellas.com](mailto:Michelle.Reale@astellas.com)

James Thayer  
energi PR  
(416) 425-9143 x 208  
[James.Thayer@energiPR.com](mailto:James.Thayer@energiPR.com)

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<sup>i</sup> <https://ca.movember.com/mens-health/prostate-cancer>

<sup>ii</sup> <http://www.cancer.ca/en/cancer-information/cancer-101/cancer-statistics-at-a-glance/?region=on>

<sup>iii</sup> <http://www.cancer.ca/en/cancer-information/cancer-type/prostate/statistics/?region=sk>