



Media Contact :

Co-Founder Justin Schorr  
Justin@kiltedtokickcancer.org

[KiltedtoKickCancer.org](http://KiltedtoKickCancer.org)

## Get Kilted! Get Checked!

### Bay Area Founded Charity Launches Another Successful Year...Without Pants

**Kilted to Kick Cancer (KTKC)** is a 501c3 charity which focuses on Prostate Cancer awareness and prevention during the month of September in a very eye catching way: They wear their kilts all month long, everywhere they go. Grocery shopping, getting the oil changed, yard work, church, fetching the kids from school, even anniversary dinner with the wife. Co-Founders Jason Hoschouer, a Bay Area Law Enforcement Officer, and Justin Schorr, a Bay Area Firefighter, saw everything turn pink in October for a good reason, but no sports team wears blue in September to bring awareness to prostate cancer. So they did what any man would do: They took off their pants to draw attention.

#### WHY KILTS?

If someone walks into a room wearing a pink T-shirt will you ask them why? Have you ever asked a man how much money he has raised simply because he has a mustache? Now walk into that same room in a kilt and everyone wants to ask you questions. The kilt starts a conversation no man wants to have.

**“What’s under your kilt?” “A risk for prostate cancer.”**

According to the Prostate Cancer Foundation 1 in 7 men will be diagnosed in their lifetime, 1 in 36 will be killed by the disease. What was thought to be an old man’s disease and unavoidable turns out to be very treatable if discovered early enough.

The goal of **Kilted to Kick Cancer** is to educate men about their risk factors, to talk to their male relatives and to be frank with their doctors regarding changes to diet and exercise that can help avoid cancer in the first place or limit the damage that can be done by Prostate Cancer. What started as 2 friends at the annual Scottish-Irish games is now in 38 states and has followers around the world.

#### KILTED TO KICK CANCER ANNOUNCES THE 2015 RESEARCH AWARD

We are very excited to announce that the [Prostate Cancer Research and Education Foundation](http://Prostate Cancer Research and Education Foundation), headed by cancer researcher Dr Israel Barken, has been awarded \$13,000 for specific research into treating Prostate Cancer. Co-Founder Justin Schorr visited Dr Barken in San Diego to present the award (and a KTKC T-shirt) and we look forward to personal updates on the research.

#### HOW TO GET INVOLVED

First, visit [AltKilt](http://AltKilt) the official kilt sponsor for KTKC to browse the styles of custom, unique, contemporary kilts. Then get the facts about prostate cancer risks from our [website](http://website). Download a facebook cover photo, avatar and flyers from the DOWNLOADS page on our site and get out there. Kilt up for the entire month and use social media to find other members of the Kilted Army. Meet for a drink or a walk and you’ll be amazed how many folks will want to talk to you. When they ask you why you’re wearing the kilt, tell them proudly:

**I’m Kilted to Kick Cancer! Get Kilted! Get Checked!**