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[PSA Promotion Video "#DunkYourJunk"](#)

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Bay Area Charity to Raise Funds for UCSF Cancer Research - By Forsaking Pants.

SAN FRANCISCO, CA –

September is Prostate Cancer Awareness Month and the Kilted Army is ready! For the entire month, participants **wear kilts everywhere they go**. The goal? To encourage men to take control of their health and get checked for prostate cancer. During the entire month, the army is armed and ready to start that conversation about the risks of male related cancers.

Spend the Month in Good Company

- September 3rd-4th, Kilted to Kick Cancer begins their month long drive at the Caledonian Club Highland Games and Clan Gathering over Labor Day weekend in Pleasanton, CA. Come join your kilted brothers and celebrate the culture of the kilt. Many vendors are on hand to get you a new kilt, or even your first, and the co-founders camp on site to maximize the message. Come play the "Catch the Facts" game for a chance to win prizes and have an amazing time! Find out more about the events all month long, grab a T-shirt or a patch and, especially, "Get Kilted! Get Checked!"
- September 17th, Kilted to Kick Cancer moves to the Northern California Renaissance Faire in Hollister where we'll spread the word to even the peasants.
- September 18th, it's back up to the East Bay to the Lafayette Art & Wine Festival
- September 19th, we take it nationwide with Buffalo Wild Wings. Grab a flyer and come by, a portion of your check goes to KTKC!
- September 30th, the month wraps up at McGah's Pub and Piano Bar (148 E Prospect, Danville, CA, 925 743-4866) from 6pm to 12:30am! In addition to the dueling pianos and drink specials for men in kilts, the founders will be on hand with special silent auction prizes. Come by and see who wins the "Cops vs Fire" boot drive dance challenge and help raise money for male specific cancer awareness!

About KILTED TO KICK CANCER

Kilted to Kick Cancer (KTKC) is a grassroots charity founded in the Bay Area to raise awareness for male specific cancer during September, Prostate Cancer Awareness Month. The goal of the campaign is to encourage men to take control of their health and get screened.

KTKC uses that attention to bring up an uncomfortable subject: Prostate Cancer. Co-Founders Jason Hoschouer (a policeman), Justin Schorr (a fireman), with the help of custom kilt maker, Alt.Kilt, and the entire Kilted Army, KTKC takes Twitter and Facebook by storm using #KTKC to get the word out. Kilted to Kick Cancer's awareness message was championed by Paramedic, author, and blogger Kelly Grayson (<http://ambulancedriverfiles.com>) who issued an online fundraising challenge. The fight for bragging rights, and some excellent prizes, have raised over \$35,000 in the last two years for cancer awareness, research, and support programs. On August 19th, 2015, Kilted to Kick cancer was proud to donate \$20,000 to UCSF Urology and their efforts to develop a better screening tool to detect Prostate Cancer - all because of kilts.

"When a man walks into a room wearing a kilt, everyone has the same question... what's he got on under there?" said Jason, a law enforcement officer, kilt wearer, and kicker of cancer. "We are not 'Skirted to Kick Cancer' these are the real deal. Our aim for September is to bring as much awareness to male-specific risk factors for prostate and testicular cancer as we can. What better way to get the attention of others than through kilts?"