



MEDIA RELEASE

Wednesday, November 4, 2020

Hayden fires up for Big Aussie Barbie

Former world-champion cricketer Matt Hayden is sharing his favourite recipes and reminding all Australians to register for the 2020 Big Aussie Barbie to reduce deaths from prostate cancer.

16,700 men will be diagnosed with the disease this year and 3,152 will die.

According to Hayden, it's a tragic toll that can be avoided if the disease is diagnosed early.

"Over the next 15 years the number of Australian men who die of prostate cancer will nearly equal the number of seats at the Sydney Cricket Ground, although many of these deaths are avoidable.

"This year's Big Aussie Barbie is about starting conversations that can help save the life of someone you love, by raising vital awareness and funds for new research.

"Detected at it's earliest stage, the five-year relative survival rate for prostate cancer is 100 per cent.

"This means if we catch it out early, we can almost certainly defeat it for good," he said.

Hayden will be sharing his recipes via bigaussiebarbie.com.au, with all proceeds to Prostate Cancer Foundation of Australia.

Prostate Cancer Foundation of Australia CEO, Professor Jeff Dunn AO, commended the cricket champion for his leadership.

"As the son of a prostate cancer survivor, Matt Hayden knows how hard this disease can hit men and families.

"We're urging individuals, community groups, sporting teams, and workplaces to savour life and save a life by hosting a Big Aussie Barbie from November 27-29.

"1 in 6 Australian men will get prostate cancer and yet despite being the most common male cancer diagnosed in Australia, 75 per cent of Australians do not know the PSA test guidelines, and few of us know what the prostate does.

"Men with a family history of prostate cancer, like Matt Hayden, face at least double the risk of diagnosis, and this year's Big Aussie Barbie is dedicated to helping them beat it," he said.

To get involved in the campaign, register via bigaussiebarbie.com.au and follow Matt on Facebook <https://www.facebook.com/haydos359/> Twitter <https://twitter.com/haydostweets> or Instagram <https://www.instagram.com/haydos359/?hl=enor>.

ENDS

PCFA: Anne Savage 0417 709 869 or Anne.Savage@pcfa.org.au

Matt Hayden: Kim Ashby 0424 246 024 or kashby@thehaydenway.com