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Australian first going 'over the top' fighting men's cancer

Two brothers will attempt an Australian-first by travelling around Australia's harsh coastline in a 'rubber ducky' for more than 9500km to go 'over the top' to raise funds and awareness to fight the growing incidence of prostate cancer.

Beginning in New South Wales (1 August 2011) at the Sydney International Boat Show and finishing nearly two months later in Perth, the *Honda Over The Top Expedition* involves prostate cancer survivor Peter Jenkins and his brother Phillip.

Powered by twin Honda BF225 outboard engines, the custom 8.6m rigid inflatable boat (RIB) will be home for the brothers for eight weeks.

Honda Australia general manager Vikram Pawah said supporting the expedition was an important decision for Honda, after learning close to 3000 men in Australia die each year from prostate cancer.

"Men's health, particularly prostate cancer, is something rarely spoken about, which is quite strange considering every man could face it at some stage in his life," Mr Pawah said.

"The fact the majority of Honda customers – right across its cars, motorcycles, power equipment and marine divisions – are males, the expedition is a perfect fit with Honda's global view on social responsibility.

"The Honda Over The Top Expedition celebrates the Aussie adventurous spirit and outdoor culture, at the same time spreading an important message about one of the most common cancers in men in Australia, second only to skin cancer."

With a family history of prostate cancer and having been diagnosed himself in 2008, skipper Peter Jenkins is passionate about sharing his story with other Australian men.

"I have always been active and healthy, so to hear that I had cancer at 61 was shocking," Mr Jenkins said.

"I was lucky, I detected prostate cancer early and was able to receive treatment by the least invasive method, Brachytherapy.

"As a typical bloke who doesn't like visiting the GP, like most Australian men, I want this expedition to encourage men to book a check-up with their GP."

The Honda Over The Top Expedition has attracted significant support from the boating and marine community including Honda Australia, Toll Energy Logistics, Bailey Marine Fuels, Jet Torque Marine, Furuno Australia, BLA, The Hub Marketing Communications and Sandman PR.

The Expedition aims to raise \$200,000 for Cancer Council Australia for research into effective prostate cancer detection and treatment.

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Media releases / hi-res images available at http://sandmanpr.com.au/newsroom/honda_over_the_top_expedition.html
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