

Seventh Annual NOLA Bluedoo Fest Raises Awareness, Funds for Prostate Cancer Research

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Runners of all ages, with many in costume, participated in the 2016 Bluedoo on Tulane's uptown campus. The event raises awareness of prostate cancer, and proceeds benefit the Prostate Cancer Research Fund at the Tulane Cancer Center. (Photo by Paula Burch-Celentano)

Tulane Cancer Center will host the Seventh Annual NOLA Bluedoo Fest on Saturday, September 17, at 3 PM in Gibson Quad on Tulane University's Uptown Campus.

NOLA Bluedoo is a uniquely-New Orleans-style festival that raises awareness and funds for prostate cancer research. Billed as a "celebration of survivorship," the event will feature:

- Live music by Wendell Brunious and his Band, who will be playing a tribute to Allen Toussaint
- A Kids' Tent with a free photo booth, oyster shell painting and a bike giveaway for boys and girls aged 12 and under
- A Survivors' Tent, where prostate cancer survivors and their families will enjoy special giveaways
- A competitive two-mile walk/run, held in partnership with the New Orleans Track Club
- Food vendors, including Crepes a la Cart, Joel's Lobster Rolls, Mo Fries, Paella NOLA, and Quintin's Ice Cream
- FREE waters, soft drinks and beer, compliments of Second Line Brewing
- Live performances by the Pussyfooters, the Amelia Earhawts Cabin Krewe, the Mahogany Blue Baby Dolls, and "Michael Jackson" of NOLA performance artist Daron Wilson.

The walk/run will begin at 4 PM, following the traditional "engine rev" by the New Orleans Harley Owners Group, and it ends once the Laissez Boys Social Aid & Leisure Club members cross the finish line in their signature rolling lounge chairs.

September is Prostate Cancer Awareness Month. According to the American Cancer Society, one in eight men will be diagnosed and one in 41 will die of prostate cancer. All funds raised through NOLA Bluedoo – approximately \$159,000 so far this year and just over \$1 million cumulatively since 2014 – benefit [Dr. Oliver Sartor's Prostate Cancer Research Fund](#) at Tulane. Dr. Sartor, associate dean for oncology and head of Tulane's Prostate Cancer Research Program, leads an internationally renowned research and treatment program here in New Orleans. He and his team have helped to drive great progress in the development and approval of new drugs.

"There are few events of this type dedicated to raising awareness of prostate cancer," said Sartor. "Think of the pink you see throughout October. We're hoping to follow the ladies' lead and ask everyone to wear their blue – the color of prostate cancer awareness – at Tulane on September 17."

Admission to NOLA Bluedoo is FREE. Donations can be made via cash or credit card at the Bluedoo Central Tent on the festival grounds. Those donating \$20 or more will receive a pair of limited edition "BlueDude" socks, featuring NOLA Bluedoo's distinctive logo, while supplies last.

For more information, please visit www.nolabluedoo.org or contact Melanie Cross at 504-988-6592 or mcross@tulane.edu.