

FOR IMMEDIATE RELEASE

CONTACT: Vincent Lim
Cell: (323) 620-3021
Phone: (213) 740-7756
vincent.lim@usc.edu

Pamela Madrid
Cell: (626) 398-5033
Phone: (626) 297-7199
pamela@pmadridcommunications.com

USC Edward R. Roybal Institute on Aging to Host Free Health Fair During Men's Health Awareness Month

Event to Feature Classic Car Show Exhibit with Imperials Car Club

WHEN: Saturday, June 22, 2013
10:00 a.m. – 3:00 p.m.

WHERE: Trousdale Parkway
USC University Park Campus
3551 Trousdale Parkway, Los Angeles, 90089

WHAT: The USC Edward R. Roybal Institute on Aging is sponsoring and hosting a free health fair and classic lowrider car show exhibit with the Imperials Car Club on the USC campus to raise awareness about men's health issues. The event will also feature live music, food, and activities for children.

Over 30 health organizations and community service groups, including USC healthcare professionals, will be on hand to offer free health screenings and information on a variety of issues relevant to men and their families.

Scheduled exhibitors include healthcare professionals from USC schools including the USC School of Pharmacy, the Ostrow School of Dentistry of USC, and the Keck School of Medicine of USC. Other prominent exhibitors include AARP, the American Diabetes Association, the American Red Cross, the Alzheimer's Association, Children's Hospital Los Angeles and the UCLA Mobile Eye Clinic.

WHO: The mission of the **USC Edward R. Roybal Institute on Aging** is to advance research that enhances optimal aging of persons in low-income communities. The USC Roybal Institute maintains a strong interdisciplinary focus, with collaborations among faculty and professionals in such fields as gerontology,

psychology, preventive medicine, family medicine, psychiatry, oncology, American studies and ethnicity, policy, planning and development. It builds upon USC's longstanding tradition of creating socially relevant research, innovating educational practices, influencing policymaking, fostering community-university partnerships and sharing best practices with direct service providers.

Imperials Car Club was founded in 1965 in the heart of East Los Angeles, California. The car club represents the American, west coast traditional style of lowriders and is considered by many to be the oldest and most respected lowrider car club. They have organized many charity car shows that have benefited schools in the Los Angeles area.

WHY: Held during Men's Health Month, the event will focus on an issue of importance to all Americans—men's health. In the United States, men die at a higher rate than women from the top 10 causes of death. Similarly, 1 in 2 men compared to 1 in 3 women will be diagnosed with cancer in their lifetime. Men are also 24 percent less likely to have visited a doctor in the past year. In terms of life expectancy, U.S. men live five years fewer than U.S. women (77 years old compared to 82 years old).

###