

MEDIA RELEASE
17 February 2026

One small test for man: Curtains lift for new play on prostate cancer

A powerful new mobile billboard urging Australian men to get tested for prostate cancer will be officially unveiled this week, marking a bold new chapter in the fight against the nation's most commonly diagnosed cancer.

The truck features an astronaut and the message: *"One small test for man, one giant leap for mankind. Talk to your GP about a PSA blood test."*

The custom-designed semi-trailer has been created to raise awareness and funds for prostate cancer research and support, in association with Dine & Dance for a Cure.

The truck is owned by J. & J. Robertson & Sons Pty Ltd, a major sponsor of the Dine & Dance for a Cure and a passionate supporter of men's health initiatives.

Barry Robertson said the message was deliberately bold.

"If putting this truck on the road encourages even one man to have a conversation with his GP about a PSA test, then it's worth it. Prostate cancer affects families, workplaces and communities across Australia. We all have a role to play in changing the statistics."

The initiative is closely linked to Dine & Dance for a Cure, an annual fundraising event led by Don Bastone, who lost his father to prostate cancer.

Mr Bastone said the truck carries deep personal meaning.

"My father didn't get the chance he deserved. If he had been diagnosed earlier, things may have been different. This truck is about making sure other families don't go through what we did. Early detection saves lives — but only if men take action."

Prostate cancer is the most commonly diagnosed cancer in Australian men. A simple PSA blood test can help detect prostate cancer early, often before symptoms appear.

The truck will travel across metropolitan and regional Australia, spreading awareness and encouraging men aged 45 and over to speak with their GP about their risk and testing options.

Anne Savage, CEO of the Prostate Cancer Foundation of Australia, said the truck was a powerful symbol of hope and action.

"Prostate cancer remains the most commonly diagnosed cancer in Australia. Too many families are impacted by a disease that, when detected early, is highly treatable. This truck carries a simple but lifesaving message — talk to your GP about a PSA blood test.

"We know that men are less likely to seek medical advice until symptoms appear, and with prostate cancer, symptoms often come too late. Awareness campaigns like this help normalise the conversation and encourage men to take proactive steps.

“The partnership with Don Bastone and Dine & Dance for a Cure – together with the extraordinary support from Barry Robertson and J. & J. Robertson & Sons – demonstrates what’s possible when community, business and lived experience come together for a common cause.

“This initiative will spark conversations in towns and cities across Australia. If it prompts men to check their risk and have that important discussion with their GP, it will save lives.

Funds raised through Dine & Dance for a Cure will support Australia’s next generation of prostate cancer researchers, creating hope for new horizons.

For more information or to donate, go to

<https://fundraise.pcfa.org.au/fundraisers/dinedance/dine---dance-for-a-cure-2026>

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About PCFA

PCFA is Australia’s leading community-based organisation for prostate cancer research, awareness, and support. Our goal is zero deaths in our lifetime.

Statistics

- Prostate cancer is the most commonly diagnosed cancer in Australia, accounting for 17% of all cancers diagnosed and for nearly 1 in 3 of all cancers diagnosed among men.
- Each year nearly 29,000 Australian men are diagnosed and nearly 4,000 Australian men will die from the disease.
- 1 in 5 Australian men are likely to be diagnosed with prostate cancer in their lifetime.
- Regional men in Australia have a 24% higher risk of death compared to their urban counterparts.
- Aboriginal and Torres Strait Islander men face a 49% higher risk of dying from prostate cancer than non-Indigenous men.