

NFL Tackles Prostate Cancer Myths During Super Bowl LX

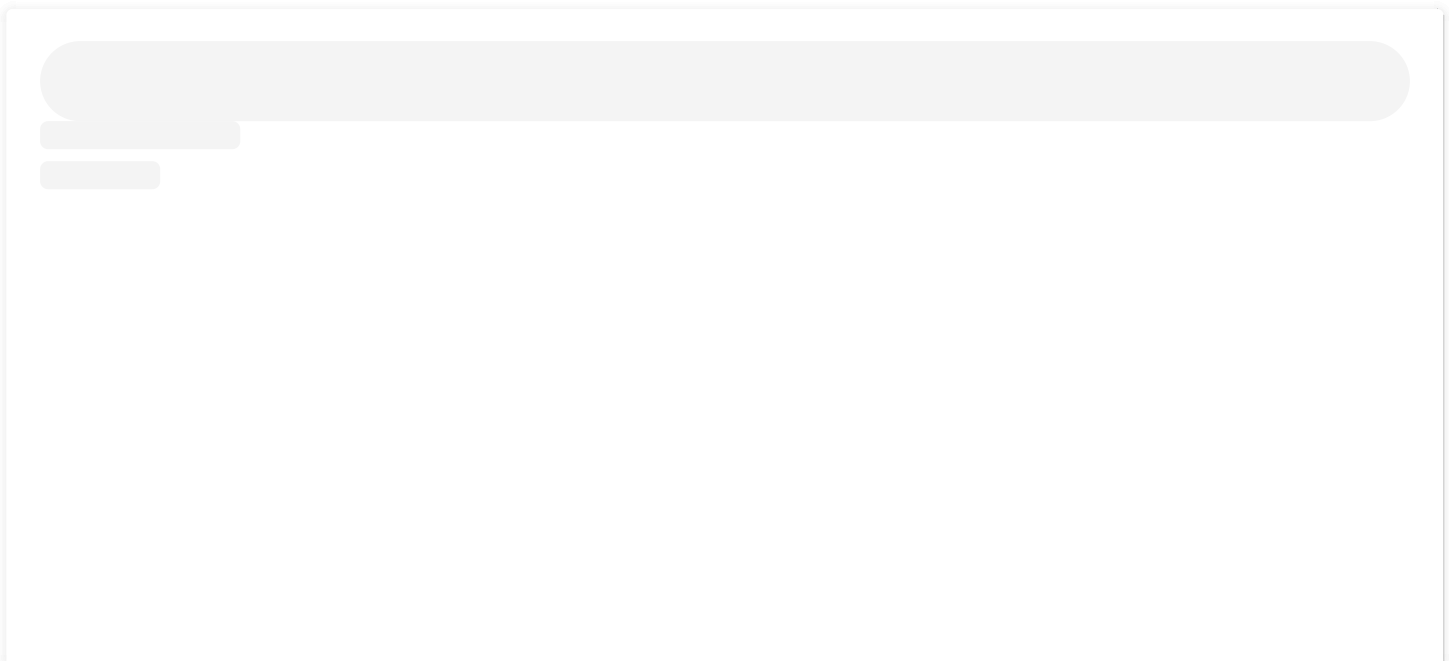
Football icons and pharma giant Novartis kick off the prostate cancer initiative “Relax, It’s a Blood Test” with a Super Bowl commercial.

February 4, 2026 By Eva Lorenz

NFL icons Bruce Arians, Rob Gronkowski, George Kittle and others have teamed up with global [pharmaceutical company Novartis](#) to launch “[Relax, It’s a Blood Test](#),” a national [prostate cancer awareness](#) initiative, with a commercial during Super Bowl LX on February 8.

“Relax, It’s a Blood Test” aims to demystify prostate [cancer screening](#), empower men to replace hesitation with action and make early detection easy, accessible and potentially lifesaving.

“Novartis has a long history of tackling the toughest challenges in health care, including prostate cancer, the second leading cause of cancer death for men,” said Victor Bultó, president of the U.S. unit of Novartis, in a press release. “Early detection of prostate cancer can make a meaningful difference in outcomes, but the fear of a potentially uncomfortable exam causes many of us to avoid making an appointment. By teaming up with the NFL and these celebrated players, we’re empowering men nationwide to take the first step: a simple blood test.”





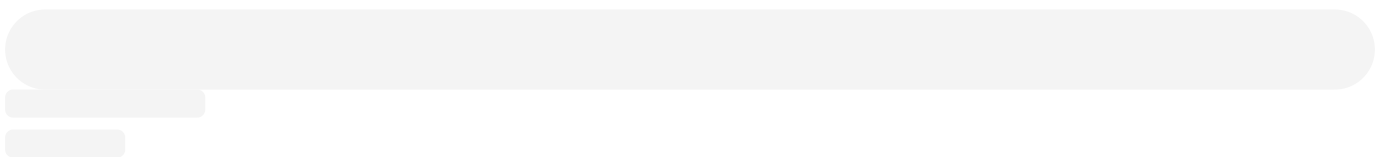
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A post shared by Relax It's A Blood Test (@relaxitsabloodtest)

One in eight men will be diagnosed with prostate cancer during their lifetime, according to [American Cancer Society](#). Screening is imperative because men with prostate cancer typically don't experience symptoms until the disease is more advanced, and the earlier the cancer is treated, the better the health outcome. [Prostate Cancer Foundation](#) recommends men begin screening for prostate cancer in their 40s.

Initial prostate screening no longer requires a digital rectal exam (when the doctor inserts a finger in the rectum). Today's gold standard screening is a simple blood test measuring levels of prostate-specific antigen (PSA), a protein overproduced by the prostate when there's a problem with the organ. (The male sex gland is about the size of a walnut or small lemon and is located below the bladder. Among other functions, it produces liquid in semen for sperm.)

The men in the campaign have a personal connection to prostate cancer and are committed to breaking down barriers to screening, normalizing men's health conversations and motivating men to discuss [PSA blood tests](#) with their doctors.





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A post shared by Colby Parkinson - Los Angeles Rams (@colbyparkinson)

“I was diagnosed with prostate cancer in 2007, and early detection saved my life,” said Arians, a former Super Bowl-winning head coach and prostate cancer survivor, in the Novartis press release. “I hear men all the time say they’re hesitant to get screened because of what they think it involves. There is no need to avoid it if you talk to a doctor and learn your risk. You can relax; it’s a blood test.”

Along with Arians, Novartis is partnering with current tight ends George Kittle (San Francisco 49ers) and Colby Parkinson (Los Angeles Rams) and legends Rob Gronkowski (Tampa Bay Buccaneers), Greg Olsen (Carolina Panthers), Tony Gonzalez (Atlanta Falcons), Delanie Walker (Tennessee Titans) and Vernon Davis (San Francisco 49ers).

Educational resources and activities of the [campaign](#) include:

- A central online educational hub offering men and those who support them clear, accessible information about prostate cancer screening that cuts through common misconceptions;
- Risk assessment tools to help individuals understand key prostate cancer risk factors;
- Easy-to-follow guidance on when and how to get tested;

- Screening events with NFL teams, including onsite PSA testing, to support early detection and encourage proactive health decisions;
- On-site activation at the Super Bowl Experience to provide educational resources to engaged fans.

“Expanding access to cancer screening, especially in communities where limited resources and persistent misconceptions have hindered lifesaving education and care, is essential to changing outcomes,” said Shane Jacobson, CEO of the American Cancer Society, who has also partnered with the NFL on the current initiative. “By working with partners like Novartis to break down barriers to screening, we can help men detect prostate cancer earlier, expand equitable access to care and fundamentally change what a diagnosis means for patients and their families.”

For related articles, check out Cancer Health’s current cover profile of Euvon Jones, “[My Story Is a Story of What Not to Do](#).” With the help of his wife, Jones turned his life around after a diagnosis of Stage IV prostate cancer. And click [#Prostate Cancer](#), where you’ll find headlines such as “[Deciding Not to Treat My Cancer](#),” about men with low-risk prostate cancer who elect to go on active surveillance to avoid aggressive treatment and possible side effects.