

Sample Press Release - 1

FOR IMMEDIATE RELEASE

CONTACT:

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THE COLON CANCER ALLIANCE *(and/or your local organization)* PROMOTES THE NATIONAL COLORECTAL CANCER AWARENESS MONTH

(Your local city) — (Date) — March 2007 marks a national effort to raise public awareness about colorectal cancer. The Colon Cancer Alliance (CCA) is proud to be a collaborating partner in the National Colorectal Cancer Awareness Month Campaign launched by the Cancer Research Foundation of America (CRFA). The American Cancer Society estimates that, in the United States this year, approximately **153,760** men and women will be diagnosed with colorectal cancer and **52,180** people will die from the disease. Despite its high incidence, colorectal cancer is one of the most detectable, and if found early enough, most treatable forms of cancer. Over 90% of those diagnosed while the cancer is still localized survive more than five years. Currently, however, only 37% of colorectal cancers are detected while still localized.

Former CCA Chair Julian Sheffield says, "We are happy that the Senate has recognized the need to raise public awareness of colorectal cancer. Colorectal cancer is the second leading cancer killer in North America, but it does not need to be. Early detection of colorectal cancer usually results in long-term survival, so the more we raise awareness, the better the chances the cancer will be found early, and the better the chances for survival." *(Note: Try to get a quote from a local dignitary, but you may use this one).*

"The most common symptom of early colorectal cancer is no symptom - that is why routine screening is so important," says *(local physician, affiliation or Carolyn Beeker, CCA Member and Center for Disease Control Prevention Researcher)*. "In the absence of symptoms or risk factors, screening should start no later than age 50 and continue routinely - once is not enough. Men and women must make routine colorectal cancer screening a part of their regular healthcare. Talk with your doctor about setting up that routine." *(Note: Try to get a quote from a local physician or healthcare educator, but you may use this one).*

The U.S. Senate has declared March as National Colorectal Cancer Awareness. This national recognition of colorectal cancer provides a platform for health educators, advocacy groups, the media, public officials, physicians and patients to focus their efforts collectively in the battle against colorectal cancer.

The Colon Cancer Alliance is committed to ending the suffering brought about by colorectal cancer and providing support for survivors and caregivers. If you would like more information about colorectal cancer, please **contact** *(your Voices Chapter*

coordinator) at (your Voices chapter phone number), or one of the following toll free numbers:

- **1-877-422-2030** Colon Cancer Alliance (*if you listed something else above*)
- **1-800-ACS-2345** American Cancer Society
- **1-877-35-COLON** Colorectal Cancer Awareness Month
- **1-888-842-6355** Center for Disease Control's Screen for Life Program