

Sample Letter to Local Hospitals Requesting Event

Dear Sir/Madam *(try to get a specific person's name)*:

March 2007 marks the **eighth** annual National Colorectal Cancer Awareness Month. This is the continuation of a national effort to raise public awareness about colorectal cancer - the second leading cause of cancer deaths among men and women in this country. We are asking that you join with the Colon Cancer Alliance (CCA) to get the word out in your area about this disease.

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, 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. We need your help to change this statistic. How can you help? By spreading the word - through articles in your newspaper or your newsletter, by distributing materials to your patients and employees, by wearing a blue ribbon throughout March, by hosting a health fair, and by setting up a booth to distribute the materials that CCA will provide to you.

The Colon Cancer Alliance has a website (www.CCAAlliance.org/march2007) where you can obtain information that you can easily print out, copy, and distribute. We also have ribbons, buttons, and t-shirts that can be purchased in quantity to be worn by your staff and volunteers during the month or at special events. Won't you please help to get the word out? Colorectal cancer can be prevented and the death rate reduced, but only if the public becomes aware of the need for screening and of the signs and symptoms of this disease. Together, we can cut the incidence of this deadly disease.

Thank you! I can be contacted at _____ so that we can discuss my involvement.

Sincerely,

Signature

***Make sure you make the appropriate changes that are marked in red.**