

Sample Media Advisory

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

MEDIA ADVISORY

(Date)

FOR MORE INFORMATION CONTACT

(Contact Name)

(Organization Name - CCA or local organization)

(Contact Phone Number)

(Contact e-mail)

COLON CANCER ALLIANCE (or other local organization name) PROMOTES AWARENESS OF COLORECTAL CANCER DURING NATIONAL COLORECTAL CANCER AWARENESS MONTH

WHO: *(Your Organization, or CCA, any key speakers with a little bio about who they are and what they will be speaking about - just a couple of sentences).*

WHAT: March is National Colorectal Cancer Awareness Month *(Describe your event here)*

WHERE: *(Location of event, including street address, suite or room number, and directions to get there)*

WHEN: *(Date, day, time of event)*

WHY: This year more than *(see state chart <http://www.ccalliance.org/march/awareness/statistics.html>)* men and women in *(name of state)* will lose their lives to colorectal cancer. Colorectal cancer is the number two cancer killer among men and women in North America, second only to lung cancer. However, colorectal cancer is one of the most treatable forms of cancer when it is detected early. Screening for colorectal cancer saves lives by finding the cancer early, when it can be treated most effectively, and more importantly, by preventing colorectal cancer by finding and removing precancerous polyps, or growths, before they become cancerous. The Colon Cancer Alliance *(or CCA and your local organization)* encourages men and women to talk with their doctors today about screening for colorectal cancer.

CONTACT: For more information, please contact *(name, organization, phone number, e-mail address).*

Colorectal Cancer: Preventable. Treatable. Beatable!