NATIONAL COLON CANCER AWARENESS MONTH 2017
IMPACTION REPORT

WEB TRAFFIC

340,000
Unique Visitors

1,200,000
Pageviews

SOCIAL MEDIA

300x

210,000+
Facebook Fans

KEY MEDIA PLACEMENTS

- NBC News
- MDLIVE Times Square
- PBS
- NBC Washington
- TruTV
- USA Today
- Cure Magazine

DRESS IN BLUE DAY

96%
Increase in Views

128%
Increase in Pageviews

15,000+
Increase in Comments

COLON CANCER AWARENESS MONTH IS GENEROUSLY SUPPORTED BY

Join us: Colon Cancer Awareness Month activities in 2016 and help the record colon cancer rate of the top three cancer killers. To learn more, contact Nicole Brander, Chief Operating Officer, at 702-366-3342 or write to info@colon.org.