



PLANNING COMMITTEE

Karen M. Saunders, *President, NRCI*

December 28, 2016

Mike Moran, *Founder*

Dear Friends of NRCI,

Maura Phillips Staback, *Founder*

Timothy Farrell, MD, *Chair*

For 13 years northeastern Pennsylvanians have rallied around the **C.A.S.U.A.L. DaySM** [*Colon cancer Awareness Saves Unlimited Adult Lives*] cause, to promote colon cancer screening and early detection in our region.

Derry Bird

On Thursday, March 30, 2017 more than 8,000 people will wear a special pin and/or a signature t-shirt and "dress down," as part of C.A.S.U.A.L. DaySM.

Karen Clifford

Mary Sheils

We invite you to consider the benefits of sponsoring the 14th annual event with the knowledge that ***one-hundred percent of proceeds from the event stay in northeast Pennsylvania*** to support colorectal cancer prevention and early detection education, screenings, and the Northeast Regional Cancer Institute's Patient Navigation Program.

Stephen Krieger

Erin Kynett

Donna Molinaro

Lisa Ninotti

Tara Priest-Rhodes

Marie Santilli

Mary Sewatsky, MD

Sharon Volpe

Colorectal cancer is one of the most commonly diagnosed cancers in northeast Pennsylvania. The programming focus of the Cancer Institute on this issue- including the wide marketing reach of C.A.S.U.A.L. DaySM has resulted in dramatic increases in screening levels. Early diagnosis has helped reduce the pain, suffering and loss of life from colorectal cancers.

Please find enclosed a list of sponsorship opportunities. Your participation will align you with an extremely important, effective and visible community effort. Sponsorship information and payment should be submitted to the Cancer Institute by **Friday, January 27, 2017.**

For more information, please contact Amanda Marchegiani at amanda.marchegiani@scranton.edu or (570) 941-7984.

We thank you in advance for your consideration of this request.

Sincerely,

A handwritten signature in black ink that reads "Timothy Farrell".

Timothy Farrell, MD
Chair
C.A.S.U.A.L. DaySM