



December 30, 2017

PLANNING COMMITTEE

Mike Moran, *Founder*

Maura Phillips Staback, *Founder*

Mary Erwine RN, MSN *Chair*

Barbara Cerra

Amanda E. Marchegiani, MA

Karen Moran Saunders

Dear Friends of NRCI,

On Thursday, March 29, 2018 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 [*Colon cancer Awareness Saves Unlimited Adult Lives*].

We invite you to consider the benefits of sponsoring the 15th 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.

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.

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 26, 2018.**

For more information, please contact NRCI’s Community Relations Coordinator, 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 "Mary Erwine".

Mary Erwine RN, MSN
Chair
C.A.S.U.A.L. DaySM