



## C.A.S.U.A.L. Day 2017 Talking Points

### **About C.A.S.U.A.L. Day:**

- **CASUAL Day is Thursday, March 30, 2017.** This will be the 14<sup>th</sup> year of this awareness campaign.
- C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day is a program to raise awareness for colon cancer in northeastern Pennsylvania and the importance of screening and early detection.
- The event is in memory of Helen Phillips, a woman who fought a courageous battle against colon cancer and died in the summer of 2002.
- On this day participants dress C.A.S.U.A.L. while wearing a specially designed pin and/or custom t-shirt to promote awareness about colon cancer.
- Participants pay \$5 for a pin and/or \$20 for a t-shirt. The ordering deadline is **Wednesday, March 15, 2017 by 4:00 PM.**
- Individuals interested in getting their whole organization or school involved can become team captains-responsible for ordering & distributing your group's shirts & pins.
- Proceeds support the Cancer Institute colorectal cancer screening awareness, education and outreach efforts.
- Call 1-800-424-6724 or (570) 941-7984 or visit [www.cancernepa.org](http://www.cancernepa.org) for more information or to order your pins and/or shirts or become a team captain.

### **About Colorectal Cancer:**

- March is Colorectal Cancer Awareness Month.
- Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of Northeast Pennsylvania with incidence rates about 17% higher and mortality rates 13% above the U.S. average.
- Nearly 540 new cases are diagnosed, and over 200 patients die from colon cancer each year in Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, and Wyoming counties combined.
- Colon cancer is preventable.

### **About the Northeast Regional Cancer Institute:**

The Northeast Regional Cancer Institute is a local nonprofit organization that has been easing the burden of cancer in Northeastern Pennsylvania for over 25 years. Focusing on the areas of surveillance, community and patient services, and survivorship; the Cancer Institute invests 100% of its resources in this region.

