



C.A.S.U.A.L. Day 2019 Talking Points

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

- **CASUAL Day is Thursday, March 28, 2019.** This will be the 16th 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, wrist band and/or custom t-shirt to promote awareness about colon cancer.
- Participants pay \$5 for a pin or wrist band. \$20 for a long sleeve cotton t-shirt or a short sleeve performance shirt. The ordering deadline is **Wednesday, March 13, 2019 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, wrist bands & pins.
- Proceeds support the Cancer Institute colorectal cancer screening awareness, education and outreach efforts.
- Call (570) 941-7984 or visit www.cancernepa.org for more information or to order your pins, bracelets 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 10% higher and mortality rates 12% above the U.S. average.
- Nearly 520 new cases are diagnosed, and almost 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.