



December 9, 2019

PLANNING COMMITTEE

Mike Moran, *Founder*

Maura Phillips Staback, *Founder*

Lauren Allen, *Chair*

Barbara Cerra

Amanda E. Marchegiani, MA

Karen Moran Saunders

Dear Friends of NRCI,

On Thursday, March 26, 2020 more than 8,000 people will wear a special pin, wristband 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 17th annual event with the knowledge that ***one-hundred percent of proceeds from the event stay in northeast Pennsylvania*** to support colorectal cancer prevention, early detection education and screenings. Enclosed please find the Sponsorship Opportunities.

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 24, 2020**.

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,

Lauren Allen
Chair
C.A.S.U.A.L. DaySM