



### **What is C.A.S.U.A.L. Day?**

C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day is a program to raise awareness for colon cancer in northeast Pennsylvania and the importance of screening and early detection. The event takes place each year at the end of March - Colorectal Cancer Awareness Month. 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.

### **How do I participate in C.A.S.U.A.L. Day?**

You can get involved in C.A.S.U.A.L. Day 2015 by agreeing to be a Team Captain for your workplace or organization, and enlisting a team to participate. As a Team Captain, you collect \$5 from participants for a colon cancer awareness pin or \$15 for a colon cancer awareness t-shirt, to be worn on Thursday, March 26th. Team members can dress casual (as determined by your workplace or organization) and spread the word about colon cancer awareness.

### **Why is it important to bring awareness to colorectal cancer?**

Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of northeast Pennsylvania with incidence rates about 10% higher than the United States average. Nearly 940 new cases are diagnosed, and more than 330 patients die from colon cancer each year in Carbon, Lehigh, Lackawanna, Luzerne, Monroe, Northampton, Pike, Susquehanna, Wayne, and Wyoming counties combined.

### **How did C.A.S.U.A.L. Day evolve?**

In February of 2002, Helen Phillips was diagnosed with colon cancer. Less than six months later, the cancer took her life. In 2003, Helen's family and friends approached the Cancer Institute to undertake a community awareness initiative to promote colorectal cancer screening - a preventative act which might have saved Helen's life. In 2014, more than 8,000 people participated in C.A.S.U.A.L. Day. Over the last 11 years, more than \$970,000 has been raised! All proceeds stay here in northeast Pennsylvania.

### **How do I become a Team Captain?**

To become a Team Captain, please register online at [www.cancernepa.org](http://www.cancernepa.org). Scroll down and click on the blue "C.A.S.U.A.L. Day" link. Fill out the "Team Captain Registration" form. Your username will be sent to the e-mail address you provide. Once you receive your username, you can begin ordering t-shirts and pins online. If you do not have Internet access, contact the Cancer Institute at **570-941-7984**.

### **How are C.A.S.U.A.L. Day proceeds used?**

Proceeds from the event benefit Northeast Regional Cancer Institute efforts to raise colorectal cancer awareness and support colorectal cancer screenings for low income, un/underinsured individuals.

