

Community Medical Center Healthcare System • Geisinger Wyoming Valley, Geisinger Cancer Institute • Marian Community Hospital
Mercy Health Partners • Moses Taylor Hospital / Mid-Valley Hospital • Wayne Memorial Health System • Wyoming Valley Health Care System

Help Raise Awareness for Colorectal Cancer, Dress C.A.S.U.A.L.

On Thursday, March 25, 2010 you can raise awareness for colorectal cancer by dressing C.A.S.U.A.L. The Northeast Regional Cancer Institute will host the 7th annual C.A.S.U.A.L. (Colon Cancer Awareness Saves Unlimited Adult Lives) Day SM, an event in memory of Helen Phillips, a courageous woman who fought a battle against colon cancer and died in the summer of 2002.

Individuals and businesses interested in participating in C.A.S.U.A.L. Day can do so by selecting someone to serve as a team captain. Team captains will be in charge of ordering and distributing C.A.S.U.A.L. t-shirts, for \$15, and pins, for \$5.



C.A.S.U.A.L. Day committee members gather to finalize plans for this year's event on Thursday, March 25th.

On March 25th dress C.A.S.U.A.L., as determined by your workplace, and spread the word about colorectal cancer prevention and screening.

All proceeds from C.A.S.U.A.L. Day support the ongoing efforts by the Cancer Institute to raise awareness about colorectal cancer risk factors and the importance of screening.

Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of Northeast Pennsylvania with incidence rates about 27% higher than the U.S. average. More than 700 new cases are diagnosed, and almost 250 patients die from colon cancer each year in Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, and Wyoming counties combined.

For more information or to register to be a C.A.S.U.A.L. Day Team Captain please call 1-800-424-6724 or visit www.cancernepa.org.

Barbara Heenan's Story of Prevention

C.A.S.U.A.L. Day 2009 set me on a course I would have never expected. My employer, Mercy Hospital, is a proud sponsor of the event. I bought one shirt for me and one shirt for my

husband, Chris. What I didn't know is that 30 dollars bought me the rest of my life free from Colon Cancer!

My story is not typical. I can not proudly call

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Barbara Heenan's Story of Prevention Continued...



Barbara Heenan

myself a Cancer Survivor! But I can say with pride, I prevented my own Colon Cancer! It's more than wearing the shirt or the pin, its having the casual conversation about family history. On that day, my mother said she was my

age when she had problems with her colon. I take after my mother in many ways, and I feared this would be no different.

I immediately called my doctor and got an appointment for my colonoscopy within weeks. I was shocked at how effortless the procedure was. As I was waking up, I heard the doctor speaking to my husband and learned I am my mother's daughter. My eyes were locked on Chris' as this smile came across his face. The doctor proudly explained to him how invaluable my screening was to our family. A polyp was removed that was blocking my colon almost 50%. The doctor was quite specific in his comments that my life would have been drastically different had I waited.

I felt so empowered. I changed the course of my life. C.A.S.U.A.L. Day 2009 gave me the chance to continue to be the mother I was born to be, the wife my husband deserves, and most importantly, it gave me the opportunity to remind everyone involved in this great event the most important thing: Colon Cancer Awareness really does save unlimited adult

lives! This mother now has unlimited opportunities to make a difference!

From the bottom of my heart, I encourage each and every one of you to buy the shirt, buy the pin, but most importantly – follow the guidelines in this fact sheet. Find out if you have a family history, get screened, and get your loved ones screened, because one thing is for sure – C.A.S.U.A.L. Day 2010 has the opportunity to change the course of your life! It can save unlimited adult lives – including yours. Make the call today! to stay healthy and gain confidence in their body throughout their lives.

Cancer Survivors and their guest are invited to enjoy a theatre production of

MAMMA MIA!



April 20, 2010 at 7:30pm \$25.00 per ticket

at the Scranton Cultural Center reception to follow with members of the cast

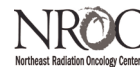

Night out at the Theatre
Survivors in the Spotlight

Tickets for Cancer Survivor and one Guest:

Tickets can be purchased by phone,
Call 570-342-7784 to reserve your tickets
seating is limited

Tickets not available at the box office

Sponsored by:



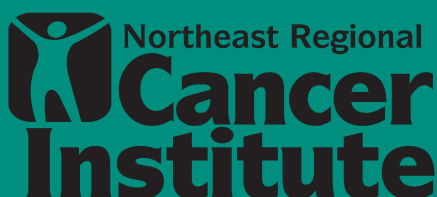
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