



## C.A.S.U.A.L. Day 2021 Talking Points

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

- **CASUAL Day is Thursday, March 25, 2021.** This will be the 18<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 face mask, wrist band and/or custom t-shirt to promote awareness about colon cancer.
- Participants pay \$5 for a wrist band, \$10 for a face mask and \$20 for a long sleeve cotton t-shirt or a short sleeve performance shirt. The ordering deadline is **Wednesday, March 10, 2021 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 & face masks.
- Proceeds support the Cancer Institute colorectal cancer screening awareness, education, and outreach efforts.
- Call (570) 904-8808, visit [www.cancernepa.org](http://www.cancernepa.org) for more information or to order your face masks, wrist bands and/or shirts or become a team captain, or email Amanda at [amanda.marchegiani@cancernepa.org](mailto:amanda.marchegiani@cancernepa.org).

### **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 and mortality rates about 11% above the U.S. average.
- Over 515 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 30 years. Focusing on the areas of surveillance, community and patient services, and survivorship; the Cancer Institute invests 100% of its resources in this region.