



PLANNING COMMITTEE

Mike Moran  
*Founder*

Maura Phillips Staback  
*Founder*

Barbara Cerra

Amanda E. Marchegiani, MA

Karen Moran Saunders

December 3, 2021

Dear Friends of NRCI,

On Thursday, March 31, 2022, more than 6,000 people will wear a signature t-shirt and “dress down,” as part of C.A.S.U.A.L. Day<sup>SM</sup> [*Colon cancer Awareness Saves Unlimited Adult Lives*]. This year’s t-shirt color is Kelly Green.

We invite you to consider the benefits of sponsoring the 19<sup>th</sup> 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 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. Day<sup>SM</sup> 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 21, 2022.**

For more information, please contact NRCI's Community Relations Coordinator, Amanda Marchegiani at [amanda.marchegiani@cancernepa.org](mailto:amanda.marchegiani@cancernepa.org) or (570) 904-8808.

We thank you in advance for your consideration of this request.

Sincerely,

Karen Moran Saunders  
President  
Northeast Regional Cancer Institute