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The Northeast Regional Cancer Institute is a 501 (c) (3) non-profit, tax-exempt organization. “A copy of the registration and financial information may be obtained from the Pennsylvania Department of State by calling, toll-free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

December 6, 2023

Dear Friends of NRCI,

On Thursday, March 28, 2024, more than 6,000 people will wear a signature t-shirt and “dress down,” as part of CASUAL Day SM [*Colon cancer Awareness Saves Unlimited Adult Lives*]. This year’s t-shirt color is X.

We invite you to consider the benefits of sponsoring the 21st annual event with the knowledge that ***one hundred percent of proceeds from the event stay in northeast Pennsylvania*** *t*o 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 CASUAL Day SM 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, 2024.**

For more information, please contact NRCI’s Community Relations Coordinator, Amanda at amanda.marchegiani@cancernepa.org or (570) 904-8808.

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

Sincerely,

A close up of a paper

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Alessandro Smeraldi, MD  
Chair   
CASUAL Day

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