



CASUAL Day 2024 Talking Points

About CASUAL Day:

- **CASUAL Day is Thursday, March 28, 2024.** This will be the 21st year of this awareness campaign.
- CASUAL (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 CASUAL while wearing specially designed, socks and custom t-shirts to promote awareness about colon cancer.
- Participants pay \$12 for CASUAL socks, \$15 for CASUAL hats, and \$20 for a long sleeve cotton t-shirt or a short sleeve cotton t-shirt. The ordering deadline is **Wednesday, March 13, 2024, 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 and socks.
- Proceeds support the Cancer Institute colorectal cancer screening awareness, education, and outreach efforts.
- Call (570) 904-8808, visit www.cancernepa.org for more information or to place an order or become a team captain, email Amanda at amanda.marchegiani@cancernepa.org.

About Colorectal Cancer:

- March is Colorectal Cancer Awareness Month.
- Colon and rectal cancers are the fourth most common cancers in Northeast Pennsylvania with incidence and mortality rates above the U.S. average, 14% and 17% higher, respectively.
- Over 516 new cases are diagnosed, and nearly 200 patients die from colorectal cancer each year in Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, and Wyoming counties combined.
- Most 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 over 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.

