



IN MEMORY OF HELEN PHILLIPS

CASUAL Day Frequently Asked Questions

What is CASUAL Day?

CASUAL (Colon Cancer Awareness Saves Unlimited Adult Lives) Day is a program to raise awareness about the importance of screening and early detection for colon cancer in northeast Pennsylvania. The event takes place each year at the end of March - Colorectal Cancer Awareness Month. On this day, participants dress CASUAL while wearing specially designed CASUAL socks, hats, and/or custom t-shirts (long-sleeve or short-sleeve) to promote awareness and have a casual conversation about colon cancer.

How did CASUAL Day evolve?

In February of 2002, Helen Phillips was diagnosed with colon cancer. Less than six months later, the cancer took her life. In 2003, Helen's family and friends approached the Cancer Institute to undertake a community awareness initiative to promote colorectal cancer screening - a preventative act which might have saved Helen's life. In 2024, more than 6,000 individuals participated in CASUAL Day. All proceeds stay in northeast Pennsylvania. 2024 marked 21 years of this community awareness campaign.

Why is it important to bring awareness to colorectal cancer?

Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of 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 colon cancer each year in Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, and Wyoming counties combined.

How are CASUAL Day proceeds used?

Proceeds from the event benefit Northeast Regional Cancer Institute efforts to raise colorectal cancer awareness and support colorectal cancer screenings for low income, un/underinsured individuals.

How do I participate in CASUAL Day?

You can get involved in CASUAL Day 2025 by agreeing to be a Team Captain for your workplace or organization, and enlisting a team to participate. As a Team Captain, you collect \$12 for CASUAL socks, \$10 for a CASUAL hat or \$20 for a colon cancer awareness t-shirt (short-sleeve or long-sleeve) from participants to be worn on Thursday, March 27. Team members can dress casual (as determined by your workplace or organization) and spread the word about colon cancer awareness.

How do I place my team order?

You may begin ordering t-shirts, hats, and socks through our partner and products supplier, One Point's online store. CASUAL Day Online Store: <https://casual.op1.com/>. You may also visit www.cancernepa.org and click on the pop-up form to direct you to the online store.

The deadline for ordering is Wednesday, March 12, 2025 by 4:00 PM. You can order multiple times up to the deadline. All Orders will be delivered by One Point by Wednesday, March 26, 2025.

Non-Traditional Ways to Get Involved

If your business cannot participate in CASUAL Day, you can still participate in this campaign by purchasing a t-shirt, a hat, or pair of socks as an individual. You may visit one of our retail locations for shirts. Additional ways to participate include, but are not limited to hosting dress down days, jean days, bake sale or making a personal donation to benefit CASUAL Day.



Northeast Regional
Cancer Institute