



Dear Friends,

Please join us on Thursday, March 26, 2026, and dress casual for a good cause!

The Northeast Regional Cancer Institute will sponsor the 23rd annual **CASUAL DaySM (Colon Cancer Awareness Saves Unlimited Adult Lives)** to increase colon cancer awareness throughout Northeast Pennsylvania.

We invite you to be a Team Captain.

On March 26th, participants dress **casual** while wearing a specially designed pair of socks, hat, silicone bracelet and/or t-shirt to promote awareness. A Team captain forms a team at work, at school or at home. Team captains take orders for CASUAL gear, place orders online, distribute when delivered and collect payments.

Colorectal Cancer is among the most diagnosed cancers in Northeast Pennsylvania, with incidence rates significantly higher than national figures.

One hundred percent of all the funds raised through CASUAL Day stay in Northeast Pennsylvania to support colorectal cancer prevention and early detection education, screenings, and the Northeast Regional Cancer Institute's Community-Based Cancer Screening Navigation Program.

For more information about CASUAL Day, contact the Cancer Institute at (570) 904-8808, email Community Relations Coordinator, Amanda, at amanda.marchegiani@cancernepa.org, or visit www.cancernepa.org.

You may begin ordering T-shirts, hats, and socks through our partner and products supplier, One Point's online store. The website address is <https://casual.op1.com>.

Together, let's make awareness of colon cancer screening part of a **CASUAL** conversation.

Sincerely,

Gail Smeraldi
Co-Chair

Maura Staback
Founder/Co-Chair