



Contact: Steve Telliano – Perry Communications – 916-658-0144 - steve@perrycom.com
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New Symbol of Hope for Colon Cancer Cure

*New Emblem Introduced for Nation's Second-Leading Cancer Killer
Colon Cancer is Most Preventable Form of Cancer*

WASHINGTON — Just as the red ribbon has come to symbolize AIDS and pink represents breast cancer, the blue star symbol introduced today by the National Colorectal Cancer Roundtable (NCCRT) will now signify the fight against colon cancer. The symbol has already been adopted by nearly all of the major groups in the colorectal cancer community, symbolizing their united effort in the battle to prevent colorectal cancer deaths.

"We are so pleased there is finally a symbol for colorectal cancer, the nation's second-leading cause of cancer-related deaths for men and women. This disease affects hundreds of thousands of people each year, and this symbol is a sign of our common commitment to prevention, treatment and finding a cure," said National Colorectal Cancer Roundtable Chairman Dr. Bernard Levin, of The University of Texas M.D. Anderson Cancer Center in Houston. "The blue star symbolizes that by working together, we will prevent many from ever developing colorectal cancer and create highly effective treatments.

The new blue star symbol for colorectal cancer was developed and nationally tested by a brand development company, and unanimously adopted by NCCRT members and their groups. The symbol is a star, representing the eternal memory of those people whose lives have already been lost to the disease and the shining hope for a future free of colon cancer. The star is merged with the more common ribbon for awareness theme and assumes a human shape. Health-concerned groups around the country plan to use the symbol beginning today on websites, brochures, pins, T-Shirts, hats, and other forms of communication – all to show their commitment to beating colon cancer.

"It wasn't that long ago that people didn't even discuss colon cancer – now we are proudly standing together to identify ourselves as people affected by, and impassioned about beating colorectal cancer," said Dr. Robert Smith, NCCRT co-chairman and Director of Screening for the American Cancer Society. "Colorectal cancer is completely preventable through early screening, and the key to reducing colorectal cancer is simply increasing awareness of the need to screen. The new blue star symbol will serve as a reminder of the importance of colon cancer screening and show that people who have been touched by the disease are not alone."

The symbol will be featured everywhere beginning today, from window displays in New York's Rockefeller Center, to displays on Chicago's Michigan Avenue, and at events in Washington, DC, Atlanta, Montreal, Minneapolis, Los Angeles, and hundreds of other locations throughout North America.

To view the new blue star symbol for colon cancer, please visit www.nccrt.org.

In 1997, the American Cancer Society (ACS) and the Centers for Disease Control and Prevention (CDC) convened the first meetings of the National Colorectal Cancer Roundtable to discuss strategies for educating medical providers and the public about the importance of colorectal cancer screening. Since that time, the

NCCRT has become the nation's largest colorectal cancer coalition, with more than 50 member groups representing nearly all of the colon cancer community.

Colorectal cancer is the nation's second-leading cause of cancer-related deaths for men and women, taking more than 56,000 lives each year. More than 150,000 people are diagnosed with the disease each year. Having regular screening prevents colorectal cancer by finding precancerous polyps. Removing those polyps prevents the development of colorectal cancer.



GROUPS LAUNCHING THE BLUE STAR:

American Cancer Society - Wendi Klevan - 404-327-6549 - wklevan@cancer.org

Used by chapters across America, website, pins distributed at Atlanta HQ

American Gastroenterological Assn. - Kay Twomey – 301-941-9787 - ctwomey@gastro.org

American College of Preventative Medicine -

American Society for Gastrointestinal Endoscopy -

American Society for Colon and Rectal Surgeons -

Cancer Research and Prevention Foundation – Heather Thompson - 703-837-3686 – hthompson@crfa.org

Used in conjunction with awareness Buddy Bracelets for Colorectal Cancer Awareness Month

Colon Cancer Alliance – Amy Kelly – 877-422-2030 - kelly@ccalliance.org

Used on website, member communication materials

Centers for Disease Control and Prevention –

Used on website, other colon cancer education materials

Foundation for Digestive Health and Nutrition -

Hadassah, Women's Zionist Organization of America – Dale Minz - 212-303-8094 - womenshealth@hadassah.org

Hoffman-Laroche, Inc. -

Intercultural Cancer Council -

Jay Monahan Center for Gastrointestinal Health – Tamar Wallace – 212-746-3847- taw2006@med.cornell.edu

Minnesota Colon and Rectal Foundation -

Morehouse School of Medicine -

Network for Cancer Control Research Among Indian and Alaska Native Populations

OLYMPUS – Lorraine Botti – 631-844-5655 – lorraine.botti@olympus.com

Large banner outside of main HQ in Melville, NY; table tents in employee café, website

NYC Department of Health and Mental Hygiene – C5 Initiative

New York Colon Cancer Challenge

Society of Gastroenterology Nurses and Associates – Mary Beth Hepp - 312-673-5911

STOP Colon/Rectal Cancer Foundation – Dr. Ernestine Hambrick – 312-944-4636

United Ostomy Association, Inc.

University of Texas-Houston School of Public Health

The Will Rollins Foundation

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