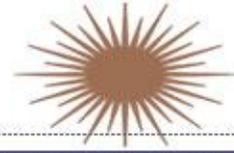


NEWS RELEASE

Arizona Department of Health Services



LEADERSHIP FOR A HEALTHY ARIZONA

FOR IMMEDIATE RELEASE – February 23, 2011

Contact: Laura Oxley, ADHS Public Information: (602) 542-1094

COMMUNITY CALENDAR ANNOUNCEMENT

On “Dress in Blue” Day, the Arizona Cancer Coalition in partnership with the Arizona Department of Health Services is having a free education and awareness event about colorectal cancer. Attendees will hear firsthand about surviving colorectal cancer and the most recent information presented by some of Arizona’s top experts. “Dress in Blue” Day is part of a national campaign for which people are asked to wear blue clothes in an effort to raise awareness of colorectal cancer.

WHAT: Colorectal Cancer Education and Awareness Lunch Event

WHEN: Friday, March 4, 11:30 a.m. to 1:30 p.m.

WHERE: Tanner Community Development Corporation
700 E. Jefferson St., 3rd Floor
Phoenix, AZ

WHO: Presented by the Arizona Cancer Coalition, together with Tanner Community Development Corporation, The Fit at Fifty Health Check Program, the Arizona Cancer Registry and with lunch sponsored by Sanofi Aventis.

WHY: Colorectal cancer is the fourth most commonly diagnosed cancer in the U.S. It is also one of the deadliest cancers – second only to lung cancer for killing Arizonans each year. Education, screening and early detection are the key to surviving colorectal cancer. The survival rate for colon cancer when discovered in the early stages is almost 90 percent.

SPEAKERS: Rosemary Nabor, a cancer survivor and her daughter Celia Nabor
Tim Flood, MD, Arizona Cancer Registry
Peter Lance, MD, Arizona Cancer Center
Michelle Hastings and Anne Bergerson, Colon Cancer Alliance

COST: Admission is **FREE** and lunch will be provided by Sanofi Aventis.
RSVP to Kenia at (602) 542-4996.

Media is invited to cover the event as well.

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