

See what YOU CAN DO when YOU WEAR **blue!**



WEAR BLUE ON FRIDAY, MARCH 7

The purpose of Dress in Blue Day is to promote awareness about colon cancer, encourage individuals, businesses and community groups to wear blue (the colon cancer awareness color) and talk to each other about the importance of colon cancer screenings.

Why do we need to raise awareness of colon cancer?

Because:

- Colon cancer is the 2nd leading cause of cancer deaths in the U.S.
- Approximately 150,000 Americans will be diagnosed with colon cancer each year.
- Colon cancer often has no symptoms at all until it's at an advanced stage.
- Colon cancer is 80% preventable when detected early.
- You can reduce your risk through regular screenings.
- Beginning at age 50 (or earlier if you have a family history), everyone should get their colon checked.

Although many people may consider colon cancer an embarrassing topic of conversation, talking about the importance of being screened can save lives. Through recommended screenings, this cancer can be caught early when treatment is most effective — or even prevented altogether when pre-cancerous polyps are detected and removed. Talking with your doctor about colon cancer is essential to ensuring optimal screening, prevention and early detection, and treatment.

COLON
CANCER
ALLIANCE |  **Dress In
Blue Day™**
FOR A FUTURE FREE OF COLON CANCER


Cancer Support House

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