



FOR MORE INFORMATION, CONTACT:

Heidi Nafziger

East Central Division

American Cancer Society, Inc.

Phone (888) 227-6446

Email heidi.nafziger@cancer.org

THINK BEYOND PINK

Colorectal Cancer Is the Third Leading Cause of US Cancer Deaths

(TOLEDO, OHIO) – (March 30, 2015) – Colorectal cancer is a silent killer. While other types of cancer receive the lion’s share of public attention, colorectal cancer remains the third leading cause of cancer deaths in the U.S. This disease attacked almost 137,000 people in 2014, killing more than 50,300 of them.

March is Colorectal Cancer Awareness Month, and thanks to improvements in awareness, early detection, and screening the death rate from this disease has been steadily dropping. The American Cancer Society is actively fighting it on many fronts, helping people understand the facts about colorectal cancer, get tested for colorectal cancer, and when necessary, receive the proper treatment.

“Years ago, no one talked about colorectal cancer. But silence – especially in the context of cancer – is deadly,” said Heidi Nafziger, a local spokesperson for the American Cancer Society. “During Colorectal Cancer Awareness Month, we want to get the message out that this disease can be highly treatable, but early detection makes all the difference. People need to be aware of their risk factors, know what they can do to help prevent it, and understand the importance of regular screenings.”

Nafziger noted that people who have a family history of colorectal cancer, lead a sedentary lifestyle, are overweight, smoke, or eat a diet low in fiber are at a much higher risk of developing the disease. She added that regular medical screenings, such as a colonoscopy, are a critical factor in prevention.

The American Cancer Society has made available a guide to the facts and recommendations surrounding colorectal cancer. It can be viewed at cancer.org/acs/groups/content/documents/document/acspc-042280.pdf.



You can support the American Cancer Society and its initiatives for colorectal cancer treatment and prevention by attending the 2015 Relay For Life, scheduled for June 20th at the Lucas County Fairgrounds. Create a team, sponsor a team, or attend the event free of charge.

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by ever cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks to our progress, nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. As we mark our 102nd year, we're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

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