

FOR IMMEDIATE RELEASE



CONTACT: Erin Peterson, Colon Cancer Coalition
erin@coloncancercoalition.org, (651) 247-4023
Nina Sveinson, Nemer Fieger
nsveinson@nemerfiieger.com, (406) 640-0991

March into Colon Cancer Awareness Month

Over 60 landmarks and public spaces to be lit blue on Mon., March 5

Governor Dayton again declares March as Colorectal Cancer Awareness Month in MN

MINNEAPOLIS – Over 60 civic, public, and private organizations across the state are banding together to turn Minnesota BLUE in March; the month Governor Mark Dayton officially proclaimed as **Colorectal Cancer Awareness Month** in the State of Minnesota.

On **Monday, March 5**, 60 landmarks and buildings across Minnesota and four in neighboring states will shine blue from dusk to dawn to show support for colon cancer survivors and patients, while raising awareness about the importance of screening. A dozen other locations are committed spreading awareness inside the building and through staff actions. The commitment of these groups to promote colon cancer screening gives Minnesota a platform to bring attention to the nation's second leading cause of cancer deaths for men and women in the United States. *(Note: list of buildings, landmarks and other public spaces on next page.)*

That same evening, Edina-based Colon Cancer Coalition is hosting "Building Blue Bridges" with Minnesota Gastroenterology, the Minnesota Cancer Alliance, and the American Cancer Society at Mancini's Char House (531 West Seventh Street) in Saint Paul. Pat Mancini, owner of this celebrated Saint Paul establishment, is also a 6+ year colon cancer survivor. This public reception is planned to bring together colon cancer patients and the health care community, building bridges and creating conversations between individuals, community organizations, and healthcare providers. Providers and clinics who have made tremendous strides towards increasing screening and meeting the 80% screening goal set by the National Colorectal Cancer Round Table will also be recognized at this event.

Colorectal cancer is the nation's No. 2 cancer killer in the United States, but it doesn't have to be. Screening for this preventable cancer should start at age 50 for those with average risk. What many don't realize is screening should start earlier for African Americans and other ethnic groups, as well as for individuals with a family history of colon cancer or polyps. One in 20 Americans will be diagnosed with colon cancer in their lifetime, one in 10 of those will be diagnosed under the age of 50. In Minnesota, approximately 72% of the eligible adult population has been screened for colorectal cancer. Increasing that by just one percentage point means an additional 10,000 Minnesotans are screened for this preventable cancer, and saving lives in the process.

So what can be done to reduce the risk of colon cancer?

1. Get screened as recommended, starting at age 50, or earlier for those with certain risk factors.
2. Maintain a healthy weight, and adopt a physically active lifestyle.
3. Understand the symptoms, and talk with your doctor if you experience blood in your stool, chronic constipation or unexplained weight loss.
4. Consume a healthy diet of fruits, vegetables, and whole grains, while limiting consumption of red and processed meats.
5. Limit your alcohol consumption and don't smoke.

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About the Colon Cancer Coalition

The Colon Cancer Coalition is a non-profit organization based in Minneapolis, Minn. dedicated to encouraging screening and raising awareness of colon cancer. The organization's signature Get Your Rear in Gear® and Tour de Tush® event series are volunteer-driven in communities throughout the United States. In 2017 the Colon Cancer Coalition granted over \$1 million dollars to local communities that will build and sustain programs promoting early prevention, screening, and patient support services for this disease. By making the words *colon*, *colorectal* and *colonoscopy* a part of the everyday language, we believe we can overcome the fear and decrease deaths from this largely preventable cancer. For more information visit ColonCancerCoalition.org.

See next page for the list of BLUE landmarks.



Landmarks going blue for colon cancer awareness on Mon., March 5, 2018.

In 2017, the **Colon Cancer Coalition** coordinated the awareness efforts of 23 landmarks and buildings across the state for one night in March.

In 2018, we are thrilled to add 51 additional civic, public, and private spaces participating in colorectal cancer awareness efforts!

Aitkin

Riverwood Healthcare Center

Andover

HealthPartners Riverway Clinic

Bemidji

Sanford Medical Center

Bigfork

Scenic Rivers Bigfork Medical

Bloomington

HealthPartners Corporate Headquarters | OATI | MN Gastroenterology Clinic and Endoscopy Center

Brainerd

Essentia Health St. Joseph's Cancer Center

Chanhassen

MN Gastroenterology Clinic

Cook

Scenic Rivers Cook Medical

Coon Rapids

Virginia Piper Cancer Institute | MN Gastroenterology Clinic and Endoscopy Center

Duluth

**City Proclamation from Mayor Larson | Enger Tower | Essentia Health Cancer Center at Duluth Clinic
First Street | Lake Superior Community Health Center |
St. Luke's Lakeview Clinic Building**

Eagan

Sperry Tower | MN Gastroenterology Clinic and Endoscopy Center

Eden Prairie

Market Center Water Tower

Edina

Colon Cancer Coalition offices | Edina Commons | France Avenue (at 66th, 70th, and 76th Streets)

**Hector, Olivia, & Renville
RC Hospital & Clinics**

Mankato

Open Door Health Center

Maplewood

MN Gastroenterology Clinic and Endoscopy Center

Minneapolis

**35W Bridge | Foshay Tower | IDS Center | Mayo Clinic Square | Target Field |
US Bank Stadium | Indian Health Board | Minneapolis VA | Masonic Cancer Research Building | MN
Gastroenterology Clinic | MN Gastroenterology Corporate Office | Masonic Cancer and Cardiovascular
Research Building | Masonic Clinical Trials Office (Dinnaken Building) | Native American Community Clinic
| Neighborhood HealthSource Clinics (Central, Fremont & Sheridan) | NorthPoint | Southside Community
Health Services | UCare Minnesota | Virginia Piper Cancer Institute**

Ogema

White Earth Health Center

Plymouth

MN Gastroenterology Clinic and Endoscopy Center

Rochester

Mayo Clinic Plummer Building

Saint Cloud

**Abraham Lincoln Plaza (5th Ave & 1st Street) | Water Tower on I-94 (4412 Heatherwood Road) | CentraCare Health
South Point Office Building | Saint Cloud Hospital**

Saint Louis Park

Louisiana & Hwy 7 Bridge | Methodist Hospital | Park Nicollet Campus

Saint Paul

**1st Bank Building | Minnesota Governor's Residence | HealthPartners Orthopedic & Sports Medicine |
Mancini's Char House | MN Endoscopy Center | MN Gastroenterology Clinic | Regions Hospital |
Virginia Piper Cancer Institute**

Sleepy Eye

Sleepy Eye Medical Center

Stillwater

Lakeview Hospital

Tower

Scenic Rivers Health Services

Willmar

Community Health Willmar

Winona

Winona Health

Woodbury

TRIA Woodbury

Out-of-State

**Amery Hospital & Clinic (Amery, WI) | Health Cancer Center at South University
Clinic (Fargo, ND) | Hudson Hospital & Clinic (Hudson, WI) | Westfields Hospital (New Richmond, WI)**

NOTE: Some of these landmarks may be lit more than one evening.

**To share a blue landmark or view photos posted by others,
use #MNBlue on Instagram and Twitter.**