



FOR IMMEDIATE RELEASE

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March into Colorectal Cancer Awareness Month

*Minnesota landmarks and public spaces to be lit blue on Tues., March 5
Mayoral proclamations being made in several Minnesota cities.*

MINNEAPOLIS (February 26, 2019) – On Tuesday, March 5, over 80 civic, public, and private organizations across the state will band together to turn Minnesota BLUE (the color of colon cancer awareness) for one day and night in March. Edina-based Colon Cancer Coalition is leading the effort to educate Minnesotans from all corners of the state about the importance of colorectal cancer screening and show support for patients, survivors, and caregivers.

Landmarks and health care facilities across the state, including Target Field and the IDS Center in Minneapolis; 1st National Bank Building and Regions Hospital in Saint Paul; Mayo Clinic Plummer Building in Rochester; Enger Tower in Duluth; Lincoln Plaza in St. Cloud; and many more, will shine blue from dusk to dawn. The mayors 10 Minnesota cities and town have all declared March as COLORECTAL CANCER AWARENESS MONTH. The commitment of the Minnesota's health care community, together with the civic and business participation, provides a platform to bring attention to the nation's second leading cause of cancer deaths in the U.S. In addition to blue lights, many health care organizations are also engaging their employees and patients by wearing blue, sharing information and encouraging screening. *(Note: a complete list of buildings, landmarks, and other participating spaces are listed on page 2.)*

The Minnesota business community and the general public are also invited to join the Tues., March 5 activity. Simply wear a favorite shade of blue or light-it-up with a blue lightbulb. Photos can be shared on Twitter or Instagram using **#MNBlue**.

On Tuesday, March 12, colorectal cancer patients, survivors, and their families will join the health care community at the "Minnesota Blue Reception" at 6 p.m. in the Bullard Rainforest Auditorium at Como Zoo in St. Paul. Together the community will celebrate the life-saving work being done in the state. Providers and clinics who are meeting the national 80% screening goal will also be recognized at this event. This event is free and open to the public.

Facts about colon and rectal cancer:

1. In 2019, an estimated 2,300 Minnesotans will be diagnosed and 790 Minnesotans may die from colorectal cancer.
2. One in 23 Americans will be diagnosed with colon cancer in their lifetime, one in five of those will be diagnosed under the age of 54.
3. The American Cancer Society recommends that screening for this preventable cancer should begin at age 45 for adults with average risk. Screening should begin earlier for individuals with a family history of colorectal cancer or polyps.
4. In Minnesota the screening rate for colorectal cancer sits at 73.7%, increasing that by just one percentage point could mean an additional 10,000 Minnesotans would be screened, saving lives in the process.

What can be done to reduce the risk?

1. Get screened as recommended, starting at age 45, 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 red and processed meats.
5. Limit your alcohol consumption and don't smoke.

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. Money raised at these events are granted back into local communities to help will build and sustain programs and research encouraging early prevention, screening, and patient support 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 LOCATIONS ON NEXT PAGE)

Going BLUE on March 5 for Colorectal Cancer Awareness

Some landmarks may be BLUE or hosting activities for a longer period of time or on a different date as noted.

Alexandria

PrimeWest Health, Mar. 1-31
Salmons Place Senior Care

Bemidji

Sanford Bemidji Medical Center, Mar. 1-31

Bloomington

OATI Microgrid Technology Center
HealthPartners Corporate Headquarters,
Mar. 1-31
Minnesota Gastroenterology (MNGI)
Bloomington Clinic and Ambulatory
Surgery/Endoscopy Center

Brainerd

Essentia Health Cancer Center

Chanhassen

Minnesota Gastroenterology (MNGI)

Coon Rapids

Minnesota Gastroenterology (MNGI) Coon
Rapids Clinic and Ambulatory
Surgery/Endoscopy Center
Virginia Piper Cancer Institute, a part of
Allina Health

Crosby

Cuyuna Regional Medical Center, Mar. 1-31

Dawson

Johnson Memorial Health Services

Duluth

Enger Tower, Mar. 1-5
Essentia Health Cancer Center
Lake Superior Community Health Center -
FQHC

Eagan

Sperry Tower
American Cancer Society offices
Minnesota Gastroenterology (MNGI) Eagan
Clinic and Ambulatory Surgery/
Endoscopy Center

Eden Prairie

Mayoral Proclamation
Town Center Water Tower

Edina

France Ave, Mar. 1-8
Colon Cancer Coalition offices

Faribault

Virginia Piper Cancer Institute, a part of
Allina Health

Granite Falls

Granite Falls Health

Hutchinson

Hutchinson Health Hospital, Mar. 1-31

Litchfield

Meeker Memorial Hospital & Clinics

Madison

Lou T Fisk brought to you by Madison
Healthcare Services, Mar. 1-8

Mankato

Mankato Clinic

Maple Grove

North Memorial Ambulatory Surgery Center

Maplewood

Minnesota Gastroenterology (MNGI)
Maplewood Ambulatory
Surgery/Endoscopy Center
Minnesota Gastroenterology (MNGI)
Maplewood Clinic

Minneapolis

Mayoral Proclamation
35W Bridge
IDS Center
Mayo Clinic Square
Target Field
US Bank Stadium
W Minneapolis – The Foshay
Indian Health Board of Minneapolis
Masonic Cancer and Cardiovascular
Research Building
Masonic Cancer Research Building
Minnesota Gastroenterology (MNGI)
Northeast Minneapolis Clinic
Provation Medical, Inc.
UCare Minnesota
University of Minnesota Health Clinics and
Surgery Center
Virginia Piper Cancer Institute, a part of
Allina Health
Native American Community Clinic, Mar. 13
Southside Community Health Services
North Point Health and Wellness

Minnnetonka

Minnnetonka Ambulatory Surgery Center

New York Mills

Mayoral Proclamation

Olivia

RC Hospital & Clinics, Mar. 4-6

Ortonville

Ortonville Area Health Services

Ottertail

Mayoral Proclamation

Plymouth

Minnesota Gastroenterology (MNGI)
Plymouth Clinic and Ambulatory
Surgery/Endoscopy Center

Rochester

Mayo Clinic Plummer Building
ONB Bank
American Cancer Society offices

Saint Cloud

Abraham Lincoln Plaza (5th Ave & 1st St)
Water Tower on I-94
CentraCare Health South Point Office
Building
Saint Cloud Hospital

Saint Louis Park

City of Saint Louis Park / Louisiana & Hwy 7
Bridge
Methodist Hospital, Mar. 1-31
Park Nicollet Campus, Mar. 1-31

Saint Paul

Mayoral Proclamation
1st National Bank Building
Allianz Field
CHS Field
HealthPartners Neuroscience Center, Mar.
1-31
HealthPartners Orthopedic & Sports
Medicine, Mar. 1-31
Minnesota Department of Health - Sage
Program
Minnesota Endoscopy Center
Regions Hospital, Mar. 1-31
Virginia Piper Cancer Institute, a part of
Allina Health

Slayton

Murray County Medical Center

Sleepy Eye

Sleepy Eye Medical Center, Mar. 1-31

Sebek

Mayoral Proclamation

Stillwater

Lakeview Hospital, Mar. 1-31

Tracy

Mayoral Proclamation
Sanford Tracy Medical Center

Verndale

Mayoral Proclamation

Wadena

Mayoral Proclamation
Tri-County Health Care, Mar. 4-8

Westbrook

Mayoral Proclamation
Sanford Westbrook Medical Center

Winona

Winona Health

Woodbury

Minnesota Gastroenterology (MNGI)
Woodbury Clinic and Ambulatory
Surgery/Endoscopy Center
TRIA Woodbury, Mar. 1-31

WISCONSIN

Amery

Amery Hospital & Clinic, Mar. 1-31

Hudson

Hudson Hospital & Clinic, Mar. 1-8

New Richmond

Westfields Hospital, Mar. 1-31

Superior

Lake Superior Community Health Center –
FQHC