

Northeast Regional Cancer Institute



How did C.A.S.U.A.L. Day Evolve?

In February of 2002 Helen Phillips was diagnosed with colon cancer. Less than six months later the cancer took her life. In 2003 Helen Phillips' family and friends approached the Northeast Regional Cancer Institute to undertake a community awareness initiative to promote colorectal cancer screening – a preventive act which might have saved Helen's life. Over 6,000 people participated in this inaugural event.

How do I participate in C.A.S.U.A.L. Day 2010?

You can get involved in CASUAL Day 2010 by agreeing to be a Team Captain for your workplace or organization, and enlist a team (or many teams!) to participate. As a team captain you collect \$5 from participants for a colon cancer awareness pin or \$15 for a colon cancer awareness T-Shirt, to be worn on March 25th. Team members can dress casual (as determined by your workplace or organization) and spread the word about colon cancer.

How do I become a Team Captain?

To become a CASUAL Day Team Captain, please contact the Northeast Regional Cancer Institute at 570/941-7984 in Scranton or 570/970-6543 in Wilkes-Barre or register online at www.cancernepa.org. Once you have registered as a Team Captain you will receive your CASUAL Day username and password for pin and T-Shirt orders, Team Captain procedures, event flyers and collection envelope.

Who do I make the check payable to?

Checks can be made payable to the *Northeast Regional Cancer Institute*.

How are the proceeds from the event used?

All of the proceeds from CASUAL Day support the Cancer Institute's colorectal cancer education and outreach efforts.



(570) 941-7984 in Scranton * (570) 970-6543 in Wilkes-Barre * 1-800-424-6724
www.CancerNEPA.org