



## **C.A.S.U.A.L. Day <sup>SM</sup>**

C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day is a program to raise awareness for colon cancer in northeastern Pennsylvania and the importance of screening and early detection. The event is in memory of Helen Phillips, a woman who fought a courageous battle against colon cancer and died in the summer of 2002.

C.A.S.U.A.L. Day takes place each year at the end of March – Colorectal Cancer Awareness Month. On this day participants dress C.A.S.U.A.L. while wearing a specially designed pin and/or custom t-shirt to promote awareness about colon cancer. Participants pay \$5 for a pin and/or \$15 for a t-shirt – with proceeds supporting the colorectal cancer community and healthcare professional education and outreach efforts coordinated by the Cancer Institute.

Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of Northeast Pennsylvania with incidence rates about 27% higher than the U.S. average. More than 700 new cases are diagnosed, and almost 250 patients die from colon cancer each year in Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, and Wyoming counties combined.

Since the inception of the C.A.S.U.A.L. Day, over 565 businesses and institutions, and 27,000 individuals have participated in the annual programs. Further, over \$275,500 has been generated to support the colorectal cancer awareness activities cited above.

**To participate or learn more about C.A.S.U.A.L. Day please contact the**



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

**[www.CancerNEPA.org](http://www.CancerNEPA.org)**