

# Dress in Blue Day!

Friday, March 4, 2011

Make a Difference.  
**DRESS IN BLUE** for Colon Cancer.



March is National  
Colorectal Cancer  
Awareness Month.



*Inform. Prevent. Support.*

The Colon Cancer Alliance is committed to ending the suffering and death caused by colorectal cancer.

The Colon Cancer Alliance, Inc. is a not-for-profit 501(c)(3) corporation.

*Sponsors of this campaign include True Blue Partners: Washington S.T.A.R.S and the Chris4Life Colon Cancer Foundation. The CCA would also like to thank our Lead Sponsor, Genentech.*

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## Did you know?

- Colon cancer is the second leading cause of cancer deaths in the U.S.
- You can reduce your risk. Get your colon checked.
- You have the power to do something about this cancer.

## You can make a difference.

- Dress in blue! Then tell people WHY!
- Encourage friends, family and co-workers to get their colon checked.
- Raise money to support national programs.

For more information go to [www.dressinblueday.com](http://www.dressinblueday.com)