

For immediate release

Attention: News, Health and Assignment Editors

Get Your Butt Over Here!

The Giant Colon Tour from the Colorectal Cancer Association of Canada Makes a Stop in Montreal

March is colorectal cancer awareness month and in order to raise awareness for the second-leading cause of cancer death in Canada, the Colorectal Cancer Association of Canada (CCAC) is invited by the Centre Hospitalier de L'Université de Montréal (CHUM) to participate in a 2-day health fair focused on this deadly disease. The CCAC is bringing the "The Giant Colon Tour" to Montreal – inviting Canadians to walk through a 40-foot colon, educating them on the signs and symptoms of colorectal cancer and other diseases of the colon.

Who: The Colorectal Cancer Association of Canada

What: A gigantic, 40-foot walk-through replica of the human colon, is an interactive and educational multi-media exhibit where visitors will receive healthy lifestyle tips and explanations of the various diseases

When: Wednesday, March 18, 2009 between 9 a.m. and 6 p.m.
Thursday, March 19, 2009 between 9 a.m. and 6 p.m.

Where: Atrium – Complexe Desjardins
150, Ste-Catherine West

Why: Colorectal cancer is the second-leading cause of cancer death in Canada, yet we don't discuss it because it involves parts of the body we don't like to talk about. Last year, an estimated 21,500 Canadians were diagnosed with colorectal cancer and sadly approximately 8,900 died from it. In Quebec alone, there will be close to 5,600 new colorectal cancer cases diagnosed this year and approximately 2,400 colorectal cancer deaths. March is Colorectal Cancer Awareness Month and it is time we get over our embarrassment and start talking about our butts.



For more information about The Giant Colon Tour or to schedule an interview with a spokesperson from the Colorectal Cancer Association of Canada, please contact:

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