

## **Colorectal cancer is preventable, treatable and beatable, but still a leading cancer killer**

*- Raising disease awareness in Canada never more important -*

**Montreal, February 27, 2018** – March marks Colorectal Cancer Awareness Month, a month dedicated to raising awareness about colorectal cancer in Canada and around the world. Colorectal Cancer Canada (CCC) celebrates Colorectal Cancer Awareness Month by proudly honouring individuals and families who are touched by challenges associated with the disease, and by organizing a number of awareness-focused initiatives.

While colorectal cancer is preventable, treatable, and beatable, it is still the second leading cause of cancer related deaths in Canada. Last year, approximately 26,800 Canadians were diagnosed with the disease and sadly, about 9,400 individuals died from it. Colorectal cancer is preventable in most cases and highly treatable and curable if caught in the early stages. Consequently, each March, CCC stresses the importance of prevention through healthy lifestyles and colorectal cancer screening.

“For those who do have colorectal cancer, patients now have more options to treat this disease than ever before. New treatments are being approved which can extend life with excellent quality. Other treatments are undergoing clinical trials that may completely change the manner in which we treat this disease and, for a subset of colorectal cancer patients immunotherapies are beginning to provide hope where none existed before. I am more optimistic than ever before in our ability to prolong lives and ultimately find a cure,” said Barry D. Stein, President of Colorectal Cancer Canada.

Colorectal cancer can affect anyone, male or female, young or old. Although the disease is more commonly found in individuals 50 years and older, recently, many young people have been diagnosed with the disease. The occurrence of young-onset of colorectal cancer appears to be steadily increasing and an explanation as to why continues to allude researchers, health professionals and patients. Our Never Too Young (N2Y) campaign reaches out to this young population with information, education and support, and we want young patients to know we are here for them.

CCC is dedicated to colorectal cancer awareness and education programs, support for patients and their families and advocacy on their behalf. CCC programs focus on some of the key aspects of improving cancer care in Canada, including:

- Primary prevention through healthy lifestyles and our Foods That Fight Cancer Program;
- Promotion of colorectal cancer screening in all provinces and territories;
- Education and support for early onset of colorectal cancer and young and adolescent cancer patients;
- Patient values and preferences in cancer drugs and treatments;
- Timely access to effective treatment to improve patient outcomes;
- Access to and promotion of cancer clinical trials;
- Development of real world evidence to better understand the benefits and risks to patients with new medications;
- Information on immunotherapies and better access to these new therapies where appropriate;

- Access to upfront biomarker testing and companion diagnostics for better treatment planning;
- Biosimilars and their integration into the treatment paradigm, including the patient’s right to choose and have informed consent and shared decision making.
- Access to new surgical and treatment technologies such as Hepatic Arterial Infusion, Hyperthermic Intraperitoneal Chemotherapy and Minimally Invasive Surgery.

By supporting CCC, not only are you becoming part of the fight against cancer, you are helping CCC develop important programs and support for patients across the country who struggle to meet the challenges of the disease.

During Colorectal Cancer Awareness Month in March, you can easily help support CCC and our patients by organizing a “Dress in Blue” day at your work place on Friday, March 2. By dressing in blue and raising funds for important CCC programs, you will be spreading awareness of the disease, supporting patients and their families and helping them face the daily challenges of the disease. It’s a simple and fun day that can ultimately save a life! For more information and to register your workplace, please visit: [www.dressinblue.ca](http://www.dressinblue.ca).

CCC wants to remind everyone of the importance to “Get your butt over here” and talk to your doctor about colorectal cancer screening. It can save lives.

For more information about additional CCC programs, please refer to the following resources:

Colorectal Cancer Canada Website: [www.colorectalcancercanada.com](http://www.colorectalcancercanada.com)

Colorectal Cancer Canada Facebook: [Colorectal Cancer Canada](https://www.facebook.com/ColorectalCancerCanada)

Colorectal Cancer Canada Twitter: [@coloncanada](https://twitter.com/coloncanada)

Foods That Fight Cancer Instagram: [@foodsthatfightcancer](https://www.instagram.com/foodsthatfightcancer)

We need your help to get the word out to save lives!

### **About colon cancer**

Colorectal cancer - cancer of the colon or rectum - is the second leading cause of cancer deaths overall in men and women in Canada. Though highly preventable and curable when detected early, an estimated 26,800 Canadians were diagnosed with colorectal cancer last year. One in 12 men and one in 14 women are expected to develop colorectal cancer during their lifetime.

### **About CCC**

Colorectal Cancer Canada is the country’s leading non-profit organization dedicated to increasing awareness and educating Canadians about colorectal cancer, supporting patients and their families and advocating on their behalf. For up-to-date information on colorectal cancer, call us toll-free at 1.877.50.COLON (26566) to order free copies of helpful educational materials.

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