Groups Rally Survivors, Celebrities and Experts to Launch New Colorectal Cancer Screening Campaign

Change makers, thought leaders, and celebrities join forces to raise awareness at March event in Atlanta

The National Colorectal Cancer Roundtable (NCCRT), Centers for Disease Control and Prevention, Fight Colorectal Cancer (Fight CRC), and the American Cancer Society will join forces during Colorectal Cancer Awareness Month to kick off the new colorectal cancer screening campaign, "80% in Every Community," March 7, 2019. Two events are scheduled to take place to raise awareness about colorectal cancer and this new campaign.

The live event and live broadcast will begin at 2:00 PM at the American Cancer Society Global Headquarters in downtown Atlanta. Public health influencers from around the country will come together to explore strategies for increasing colorectal cancer screening rates with the goal of achieving 80% screening in all communities. Speakers will include the nation's leading cancer control experts, local health care champions, survivors and special guests.

The day will begin with a social media kick-off party at the UPS Suite at the Mercedes Benz Stadium to galvanize leaders of the Atlanta community to raise awareness about steps the local community can take to increase colorectal cancer screening rates. This event is invitation only, but will be broadcast live from Facebook.com/MayoClinic at 10:00 AM.

"80% in Every Community reemphasizes the commitment to our collective mission of achieving 80% screening rates in every community across the country," said Dr. Richard Wender, chief cancer control officer, American Cancer Society, and chair, NCCRT. "We must continue the hard work to break down barriers to ensure that everyone has access to life-saving colorectal cancer screening."

Colorectal cancer is the second leading cause of cancer death in the U.S. among men and women combined. The American Cancer Society estimates that 145,600 people in the United States will be diagnosed with the disease, and more than 51,000 people will die from it in 2019. Men and women at average risk for colorectal cancer should begin screening by at least age 50. The ACS recommends men and women at average risk for colorectal cancer start screening at age 45. The United States Preventive Services Task Force recommends screening commence at age 50. Screening can prevent colorectal cancer through the detection and removal of precancerous growths, as well as detect cancer at an early stage, when treatment is usually less extensive and more successful. About 1 in 3 adults age 50 or older, nearly 38 million people in the US, are not getting the recommended testing.

"Fight CRC is thrilled to partner with ACS and NCCRT to kick-off a renewed effort to reach 80% screened in communities across the country," said Anjee Davis, Fight CRC President. "We'll start the day off with a social media rally from the Mercedes Benz stadium featuring experts and community leaders and end with a live broadcast from ACS global headquarters where we will feature inspirational speakers and a surprise musical performance. The energy behind this campaign is important because it puts a spotlight on colorectal cancer and the incredible efforts to increase screening across the country."

Individuals and organizations are encouraged to join both events on March 7th via the live broadcasts. The morning event will be live broadcast on Facebook.com/MayoClinic from 10:00 - 11:00 AM, and the afternoon event will broadcast on Facebook.com/coloncancerroundtable from 2:00 PM - 3:00PM ET.

Visit the event webpage to register to attend the afternoon event in person and to register for the live broadcast. There is also the option to register to host a watch party and participate live on social media using #80inEveryCommunity.