

What's the Big Deal about colon cancer?

Colon cancer is a **BIG** problem. It's very common, and it's very quiet. Colon cancer is the second most common cause of cancer-related deaths in our country. It doesn't care about sex, race, or religion. It's an equal opportunity killer. And it's a silent killer. Most people don't have symptoms of colon cancer until the disease is advanced.

The good news about colon cancer is that we can usually find its precursor, the polyp, before it becomes a full-fledged cancer. Not only can we find it, we **CAN** destroy it. Consider it a preemptive strike against colon cancer. That's why we're hosting the **"Flush Colon Cancer in the Bowl"**-a-thon.

Let's take a **"strike"** at colon cancer. You can **"spare"** the time. It may give you a lifetime!



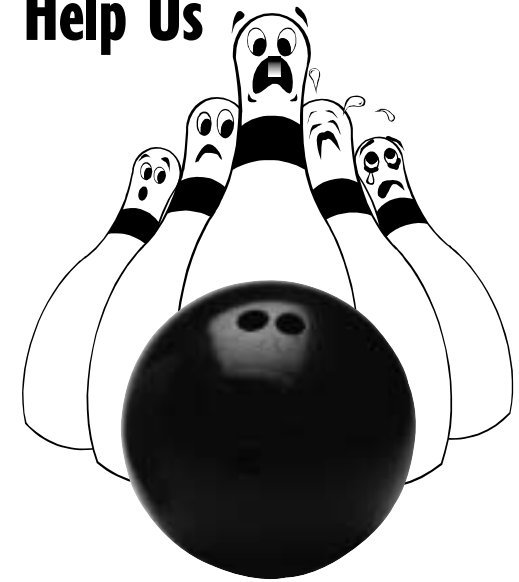
We are honored to have Murray Bannerman attend our event this year. Tony Esposito's backup for the early portion of his career, Murray Bannerman finally got a chance to shine in the first round of the 1982 playoffs. He won his first two games, on the road no less, and powered his Chicago team to a series victory over the Minnesota North Stars. He became the number one goalie in Chicago the next season, with Esposito acting as his backup, and eventually tended goal twice in the NHL all-star game for his yeoman work in the Hawk net, and led the Hawks to the playoffs for 5 straight seasons.

Murray Bannerman's attendance is subject to change without notice.

For more information on participating in this event, contact:

The Sandra Rosenberg Registry for Hereditary and Familial Colon Cancer
1725 W. Harrison Street, Suite 810
Chicago, IL 60612
(847) 229-0277 • (312) 563-2080 fax
email: mbrand1@rush.edu

Help Us



Flush Colon Cancer

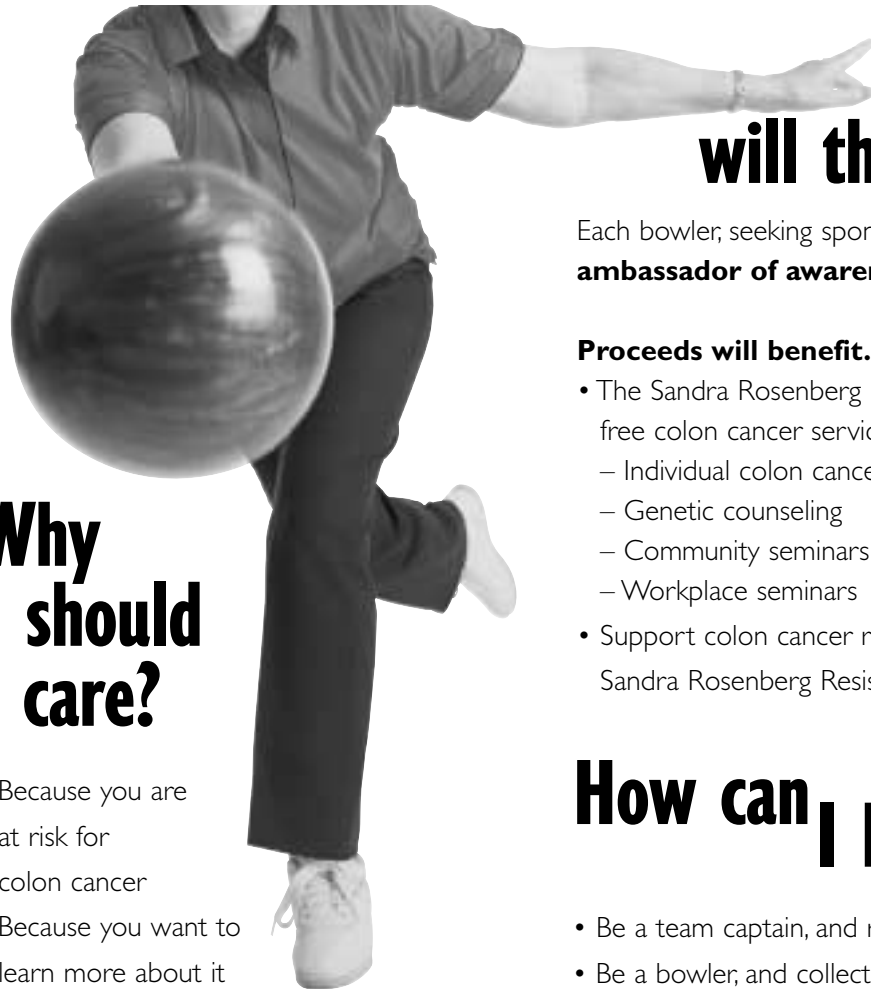


in the Bowl-a-thon

Sunday, May 23rd, 11 a.m. to 2 p.m.
eSkape, Buffalo Grove

Why should I care?

- Because you are at risk for colon cancer
- Because you want to learn more about it
- Because getting involved may help protect you from colon cancer
- Because you've had colon cancer
- Because your loved one had colon cancer
- Because you can help stop a killer



How will this help?

Each bowler, seeking sponsors, becomes an **ambassador of awareness.**

Proceeds will benefit...

- The Sandra Rosenberg Registry, which provides free colon cancer services in Chicago
 - Individual colon cancer risk assessment
 - Genetic counseling
 - Community seminars
 - Workplace seminars
- Support colon cancer research through the Sandra Rosenberg Registry

How can I help?

- Be a team captain, and recruit 4 more bowlers
- Be a bowler, and collect pledges for tax-deductible donations from sponsors (family, friends, co-workers)
- Double your contribution through a corporate matching gifts program
- Commit yourself, your family, and friends to getting colon cancer screening

Prizes!

Team prizes:

Bowl with Murray Bannerman
Highest number of sponsors
Greatest amount of funds raised

Individual prizes:

Highest number of sponsors
Greatest amount of funds raised
Best body language

Instructions

- Contact us by April 30th to register your team
- Recruit 4 bowlers to be on your team
- Obtain donations from as many sponsors as you can
- Tell your sponsors about the importance of colon cancer screening (information will be provided for you)
- Bring your sponsor sheet and donations with you to the bowlathon
 - Remember, it's easy, fun, and a chance to do something good for a great cause!



Ask us about a free consultation on your risk for colon cancer