

THE GIANT COLON TOUR COMING SOON TO A LOCATION NEAR YOU

MONTREAL, March 1st, 2009—The Colorectal Cancer Association of Canada's Giant Colon will help educate the public about the signs and symptoms of colorectal cancer as well as other diseases of the colon. Designed as an enjoyable means of providing health information, the exhibit uses interactive media including three-dimensional features and audiovisual presentations to encourage individuals to speak to their doctors about colorectal cancer screening.

While the CCAC designed The Giant Colon to inform the public about the diseases of the colon, it is the highly-animated medical personality of Dr. Preventino – an entertaining yet informative puppet that is featured on 5 DVD presentations strategically located throughout the exhibit on tour – that has created a buzz in the community. The doctor is also featured in a nationally-televised commercial promoting The Giant Colon Tour that will embark on a series of cross-Canada visits beginning this March.

“The Giant Colon Tour will benefit all visitors, informing them in an entertaining yet graphic way that colorectal cancer is preventable, treatable and beatable!” Dr. Preventino stated.

The Giant Colon is certainly something not to be missed. At 40 feet in length, eight feet in height and six feet in width, painted pink and highlighting various diseases of the colon, it is impossible to miss.

Barry D. Stein, President of the CCAC and a colon cancer survivor himself, pointed out that The Giant Colon is an important educational tool in the fight against this silent killer, which often strikes without warning. “Colorectal cancer is the second leading cause of cancer deaths in the country. It strikes an almost proportionate number of males and females. Primary prevention and screening are the keys.” Stein stated.

An estimated 21,500 Canadians were diagnosed with colorectal cancer last year and sadly approximately 8,900 people died from it. One in 14 men and one in 16 women are expected to develop the disease during their lifetime and one in 27 men, one in 31 women, will die from it. It is however highly preventable and curable if caught in its early stages.

About the Colorectal Cancer Association of Canada

The Colorectal Cancer Association of Canada is the country's leading non-profit organization dedicated to increasing awareness of colorectal cancer, supporting patients and advocating for provincial population based screening programs and timely access to effective treatments for the disease.

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