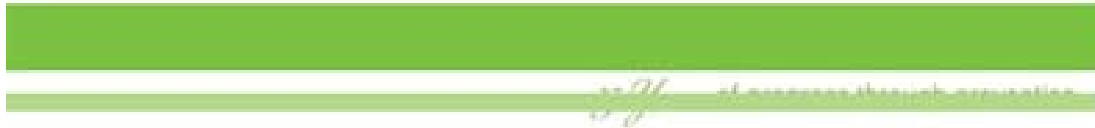




## News Release



**FOR IMMEDIATE RELEASE:**

February 22, 2010

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San Diego Welcomes the *Prevent Cancer Super Colon*<sup>™</sup>

ALEXANDRIA, Va.—The *Prevent Cancer Super Colon*<sup>™</sup>, an 8-foot tall, 20-foot long replica of a human colon, is headed to San Diego, CA.

**March 3, 2010** is the kick-off for the Prevent Cancer Foundation's National Colorectal Cancer Campaign, sponsored by our partnership with Amgen. San Diego, CA is the first 2010 stop for the *Prevent Cancer Super Colon*<sup>™</sup> which zigzags across the country serving as an educational tool to teach the importance of colorectal cancer screening.

Colorectal cancer is 90 percent preventable and successfully treated 90 percent of the time, when detected early, yet it remains a leading cause of cancer deaths.

**WHAT:** The *Prevent Cancer Super Colon*<sup>™</sup> is an *incredible, inflatable, interactive* colon that teaches people about the risks, symptoms, prevention, early detection and treatment options for colorectal cancer. As visitors walk through the exhibit, they get a close-up look at healthy tissue, tissue with non-malignant colorectal diseases, as well as tissue with various stages of colorectal cancer.

**WHERE:** Embarcadero Marina Park North (near Seaport Village)

**WHEN:** March 3, 2010 from 8 a.m. to 5 p.m.

**MEDIA TOURS:** Available March 3, all day

For more information about the Prevent Cancer Super Colon™, visit [www.preventcancer.org](http://www.preventcancer.org).

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### **About The Prevent Cancer Foundation**

The Prevent Cancer Foundation was started in 1985. Today, it is one of the nation's leading health organizations and has catapulted cancer prevention to prominence. Through healthy lifestyle choices, you can reduce your risk of breast, cervical, colorectal, lung, oral, prostate, skin and testicular cancers.

Since its inception the Prevent Cancer Foundation has provided more than \$113 million in support of cancer prevention and early detection research, education and community outreach programs across the country. The Foundation's peer-reviewed grants have been awarded to nearly 400 scientists from more than 150 of the leading academic medical centers nationwide. This research has been pivotal in developing a body of knowledge that is the basis for important cancer prevention and early detection strategies. For more information, please visit [www.preventcancer.org](http://www.preventcancer.org).



**Super Colon in Times Square, New York City**