

Sample Press Release

For Immediate Release

Date

Contact: *(name, title, organization, phone number, email address)*

DRESS IN BLUE DAY

March is National Colorectal Cancer Awareness Month...

Save Lives, Promote Colon Cancer screening and Dress in Blue on March 2, 2012!

The Kentucky Cancer Program (KCP) is encouraging everyone to Dress in Blue on Friday, March 2 as part of the fourth annual nationwide campaign to promote colon cancer screening. We are pleased to announce that Madeline Abramson, the new Lieutenant Governor's wife, will serve as the Dress in Blue Day Honorary Chair for Kentucky.

Community partners, led by KCP District Cancer Councils, are sponsoring many special activities March 2nd and throughout the month. *(add your special event information here)*.

Colon cancer is the second leading cause of cancer deaths in the nation and the state. The mortality rate in Kentucky is among the highest, claiming the lives of approximately 900 people each year.

Please join the Kentucky Cancer Program District Cancer Council in raising awareness about this preventable disease. Spread the word about colorectal cancer and encourage your friends and family age 50 and over to get screened.

For more information about coming events in your community, call *(phone number)*.

Dress in Blue on March 2nd and tell your friends and family why!

The Kentucky Cancer Program is the state mandated cancer control program jointly administered by the University of Louisville and the University of Kentucky. KCP's mission is to reduce cancer incidence and mortality by promoting cancer education, research and service programs.