



# Colon Cancer Canada

*We're behind your behind*

## The Bottom Line



the power of, and diminish the stigma surrounding, lifesaving colorectal screening and around the disease itself. When Colon Cancer Canada was founded, neither Amy nor Bunnie could have imagined the future they would create; a future they continue to hope will include the eradication of colon cancer.

From humble beginnings as a small charity operating from Bunnie's basement, Colon Cancer Canada has grown into a national operation with Amy and Bunnie still maintaining a grassroots approach. The CCC campaign has expanded dramatically in the time since its inception, still based on the same premise of honouring colon cancer patients and providing hope. CCC's campaigns now include a number of fundraising and awareness activities, bolstered by our Push for Your Tush event. This event has

In 2012, an estimated 23,300 Canadians were expected to be diagnosed with colorectal cancer. Of this estimated 23,300 it was expected that 9,200 Canadians would lose their battle with colorectal cancer. Richard Eldon was one such individual who tragically lost his battle with colorectal cancer on May 21, 2012; a father, a husband, a firefighter.

Colon Cancer has long been thought strictly speaking, to be an old man's cancer. Similarly, a colonoscopy has long been considered the procedure only to be undertaken once one hit fifty. Colon cancer is the second most common cause of death among Canadian men and women combined. It does not discriminate based on race, age, gender, profession or otherwise. It is very much an equal opportunity disease. Fortunately though, colon cancer is also ninety percent preventable when caught early.

It has become the mission of Colon Cancer Canada (CCC) founders Amy Lerman-Elmaleh and Bunnie Schwartz to preach

undergone a massive evolution from its first iteration of 100 people, mostly friends and family, raising \$23,000 – to this year, 2,000 people in seven locations, raising \$445,000.

Colon Cancer Canada prides itself on funding groundbreaking research projects and initiatives. The organization is centered on a four-pronged mission: research, awareness, patient support and screening. With the help of celebrity ambassadors including Emmanuelle Chriqui (HBO's *Entourage*), former Maple Leaf Darryl Sittler, 2012 Olympic Silver medalist Adam Van Koeverden, famed singer Anne Murray and others, Colon Cancer Canada has been able to expand its reach across the nation, doing as much as possible to fight against this senseless disease.

2013 promises to be a very exciting year for Colon Cancer Canada! We are expanding our Push for Your Tush walk event by partnering with the Ontario Professional Firefighter's Association! With your help, we are hoping to make a difference in the lives

COLON CANCER  
CANADA'S  
**push**  
FOR YOUR  
**tush**



of firefighters and reduce the number of firefighters being diagnosed and ultimately dying of Colon Cancer. In order to make that difference, we need you to join us and be a part of this year's Push for Your Tush! Start a Fire Hall Team, come with your family, support, walk, run and raise funds to make a difference.

Please visit our website, <http://www.coloncancercanada.ca>, follow us on Twitter @coloncancerCDA, or find us on Facebook for more details about the Push for Your Tush, and join us in the fight to stop colon cancer! 🍌

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