

## **NO BUTTS ABOUT IT. WE ARE STRONGER TOGETHER**

*Colorectal Cancer Association of Canada and Colon Cancer Canada  
joining forces to put patients first*

**TORONTO— July 4, 2017 /CNW/** - The Colorectal Cancer Association of Canada and Colon Cancer Canada are pleased to announce that effective June 30, 2017 they have amalgamated and will now be known as Colorectal Cancer Canada. The amalgamation was highly anticipated by the colorectal cancer community and together they will continue to ensure that colorectal cancer awareness and education, support for patients, and advocacy on their behalf will be a top priority in cancer care across the country. Colorectal cancer is the second biggest cancer killer in Canada for men and women combined.

“By joining forces, we will advance cancer care for patients with stronger educational programs and better patient support. We will continue to increase our efforts for equal and timely access to effective treatments to improve patient outcomes,” says Barry D. Stein, President and CEO of the newly amalgamated organization. “The traditions and quality work that have been the hallmark of our two organizations will positively impact the colorectal cancer community to the benefit of patients across the country.”

“We are thrilled to take this important step forward. Together, we will be better able to support patients, families and their caregivers and we will continue to assist patients and empower them to advocate for themselves. Patients and their families are faced with many issues when diagnosed with colon or rectal cancer and our combined programs will ensure that we can better address their needs,” says Co-Founder Bunnie Schwartz of Colon Cancer Canada.

Colorectal Cancer Canada will continue to initiate innovative programs such as [endangeredbutts.ca](http://endangeredbutts.ca) to highlight colorectal cancer awareness, promote prevention through provincial and territorial screening programs through creative means such as The Giant Colon Tour and their Foods That Fight Cancer program. They will continue to provide patient support through programs such as the Wendy Bear program and their educational Cancer Coaching programs. Colorectal Cancer Canada will continue to be in the forefront of the Canadian and Global patient community by dynamically representing the values of patients and their families on fundamental health and access issues as they evolve.

“Colorectal Cancer Canada is a patient organization, led by individuals who have either been touched directly or indirectly by colorectal cancer. Consequently, we have a vested interest in doing our best for cancer patients and to seek new opportunities to accomplish this goal,” says Craig Langpap, Chairman of the Board of Directors. “This is great news for patients, donors, and all partners that support our work to prevent colorectal cancer and help all those touched by the disease. Furthermore, we will speak with one voice to advocate for new avenues of treatment and access to clinical trials in Canada.”

“Awareness and understanding of this disease is an important factor enabling individuals to prevent and better cope with it,” said Michael Kalmar, Director. “This opens a new chapter in our efforts to combat

colorectal cancer and I am more optimistic than ever that we can help prevent it, cure more individuals through early diagnosis and help prolong the lives of those already affected by it.”

#### **ABOUT COLORECTAL CANCER**

Colorectal cancer is *preventable, treatable and beatable*, yet it is the second leading cause of cancer deaths overall for men and women in Canada. Though highly preventable and curable when detected early, an estimated 26,100 Canadians were diagnosed with colorectal cancer in 2016. One in 14 men and one in 16 women are expected to develop colorectal cancer during their lifetime. While it affects all individuals, young or old, male or female, the disease is commonly found in individuals 50 years and older. However, many young people are touched by early onset of the disease. Colorectal cancer has been rapidly increasing in patients under 50 and Colorectal Cancer Canada will address this special need through their *Never Too Young* program.

#### **ABOUT COLORECTAL CANCER CANADA**

Colorectal Cancer Canada is the country's leading non-profit organization dedicated to increasing awareness and educating Canadians about colorectal cancer, supporting patients and their families and advocating on their behalf. For up-to-date information on colorectal cancer call us toll-free 1.877.50.COLON (26566) to order free copies of helpful educational materials.

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