

For Immediate Release
June 30, 2011

Contact: Bill Bradley
916/213-5230
bbradley@ccalliance.org

COLON CANCER ALLIANCE SHINES LIGHT ON BLUE STAR, THE COLON CANCER SYMBOL OF HOPE

Newly Redesigned Logo Showcases Nationally Recognized Blue Star

Washington, DC (June 30, 2011) – Today, the Colon Cancer Alliance unveiled its newly redesigned logo that features the Blue Star, the nationally recognized symbol for colon cancer. By integrating the Blue Star as part of the organization’s logo, the Colon Cancer Alliance not only establishes itself as a leader in building colon cancer awareness, but it also increases the public’s awareness of the Blue Star as the symbol of “shining hope” for a future free of colon cancer.

“We envisioned a logo that better conveys our mission of increasing screening rates and survivorship,” said Andrew Spiegel, CEO of the Colon Cancer Alliance. “Our newly designed Blue Star logo is instantly recognizable and showcases the commitment of the Colon Cancer Alliance to elevate awareness, provide support, and raise funds for research and screening programs.”



Colon cancer is the second leading cause of cancer death in the United States. It is estimated that 142,000 new cases will be diagnosed this year. Through recommended screenings, this cancer can be caught early when treatment is most effective — or even prevented altogether when pre-cancerous polyps are detected and removed.

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The Colon Cancer Alliance (CCA) is the oldest and largest national patient advocacy organization dedicated to ending the suffering caused by colorectal cancer. In order to increase rates of screening and survivorship, the CCA provides patient support, public education, supports research and conducts advocacy work across the United States.