



FOR IMMEDIATE RELEASE

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## March into Colorectal Cancer Awareness Month

*Minnesota landmarks and public spaces to be lit blue on Tues., March 5  
Mayoral proclamations being made in several Minnesota cities.*

**MINNEAPOLIS (February 26, 2019)** – On Tuesday, March 5, over 80 civic, public, and private organizations across the state will band together to turn Minnesota BLUE (the color of colon cancer awareness) for one day and night in March. Edina-based Colon Cancer Coalition is leading the effort to educate Minnesotans from all corners of the state about the importance of colorectal cancer screening and show support for patients, survivors, and caregivers.

Landmarks and health care facilities across the state, including Target Field and the IDS Center in Minneapolis; 1<sup>st</sup> National Bank Building and Regions Hospital in Saint Paul; Mayo Clinic Plummer Building in Rochester; Enger Tower in Duluth; Lincoln Plaza in St. Cloud; and many more, will shine blue from dusk to dawn. The mayors 10 Minnesota cities and town have all declared March as COLORECTAL CANCER AWARENESS MONTH. The commitment of the Minnesota's health care community, together with the civic and business participation, provides a platform to bring attention to the nation's second leading cause of cancer deaths in the U.S. In addition to blue lights, many health care organizations are also engaging their employees and patients by wearing blue, sharing information and encouraging screening. (Note: a complete list of buildings, landmarks, and other participating spaces are listed on page 2.)

The Minnesota business community and the general public are also invited to join the Tues., March 5 activity. Simply wear a favorite shade of blue or light-it-up with a blue lightbulb. Photos can be shared on Twitter or Instagram using #MNBlue.

On Tuesday, March 12, colorectal cancer patients, survivors, and their families will join the health care community at the "Minnesota Blue Reception" at 6 p.m. in the Bullard Rainforest Auditorium at Como Zoo in St. Paul. Together the community will celebrate the life-saving work being done in the state. Providers and clinics who are meeting the national 80% screening goal will also be recognized at this event. This event is free and open to the public.

Facts about colon and rectal cancer:

1. In 2019, an estimated 2,300 Minnesotans will be diagnosed and 790 Minnesotans may die from colorectal cancer.
2. One in 23 Americans will be diagnosed with colon cancer in their lifetime, one in five of those will be diagnosed under the age of 54.
3. The American Cancer Society recommends that screening for this preventable cancer should begin at age 45 for adults with average risk. Screening should begin earlier for individuals with a family history of colorectal cancer or polyps.
4. In Minnesota the screening rate for colorectal cancer sits at 73.7%, increasing that by just one percentage point could mean an additional 10,000 Minnesotans would be screened, saving lives in the process.

What can be done to reduce the risk?

1. Get screened as recommended, starting at age 45, or earlier for those with certain risk factors.
2. Maintain a healthy weight, and adopt a physically active lifestyle.
3. Understand the symptoms, and talk with your doctor if you experience blood in your stool, chronic constipation or unexplained weight loss.
4. Consume a healthy diet of fruits, vegetables, and whole grains, while limiting red and processed meats.
5. Limit your alcohol consumption and don't smoke.

### About the Colon Cancer Coalition

The Colon Cancer Coalition is a non-profit organization based in Minneapolis, Minn. dedicated to encouraging screening and raising awareness of colon cancer. The organization's signature Get Your Rear in Gear® and Tour de Tush® event series are volunteer-driven in communities throughout the United States. Money raised at these events are granted back into local communities to help will build and sustain programs and research encouraging early prevention, screening, and patient support for this disease. By making the words *colon*, *colorectal* and *colonoscopy* a part of the everyday language, we believe we can overcome the fear and decrease deaths from this largely preventable cancer. For more information visit [ColonCancerCoalition.org](http://ColonCancerCoalition.org).

(SEE LOCATIONS ON NEXT PAGE)

## Going BLUE on March 5 for Colorectal Cancer Awareness

Some landmarks may be BLUE or hosting activities for a longer period of time or on a different date as noted.

### Alexandria

PrimeWest Health, Mar. 1-31  
Salmons Place Senior Care

### Andover

HealthPartners Andover Clinic, Mar. 1-31

### Bemidji

Sanford Bemidji Medical Center, Mar. 1-31

### Bloomington

OATI Microgrid Technology Center  
HealthPartners Corporate Headquarters,  
Mar. 1-31

Minnesota Gastroenterology (MNGI)  
Bloomington Clinic and Ambulatory  
Surgery/Endoscopy Center

### Brainerd

Essentia Health Cancer Center

### Chanhassen

Minnesota Gastroenterology (MNGI)

### Coon Rapids

Minnesota Gastroenterology (MNGI) Coon  
Rapids Clinic and Ambulatory  
Surgery/Endoscopy Center  
Virginia Piper Cancer Institute, a part of  
Allina Health

### Crosby

Cuyuna Regional Medical Center, Mar. 1-31

### Dawson

Johnson Memorial Health Services

### Duluth

Enger Tower, Mar. 1-5  
Essentia Health Cancer Center  
Lake Superior Community Health Center -  
FQHC

### Eagan

Sperry Tower  
American Cancer Society offices  
Minnesota Gastroenterology (MNGI) Eagan  
Clinic and Ambulatory Surgery/  
Endoscopy Center

### Eden Prairie

*Mayoral Proclamation*  
Town Center Water Tower

### Edina

France Ave, Mar. 1-8  
Colon Cancer Coalition offices

### Faribault

Virginia Piper Cancer Institute, a part of  
Allina Health

### Granite Falls

Granite Falls Health

### Hutchinson

Hutchinson Health Hospital, Mar. 1-31

### Litchfield

Meeker Memorial Hospital & Clinics

### Madison

Lou T Fisk brought to you by Madison  
Healthcare Services, Mar. 1-8

### Mankato

Mankato Clinic

### Maple Grove

North Memorial Ambulatory Surgery Center

### Maplewood

Minnesota Gastroenterology (MNGI)  
Maplewood Ambulatory  
Surgery/Endoscopy Center  
Minnesota Gastroenterology (MNGI)  
Maplewood Clinic

### Minneapolis

*Mayoral Proclamation*  
35W Bridge  
IDS Center  
Mayo Clinic Square  
Target Field  
US Bank Stadium  
W Minneapolis – The Foshay  
Indian Health Board of Minneapolis  
Masonic Cancer and Cardiovascular  
Research Building  
Masonic Cancer Research Building  
Minnesota Gastroenterology (MNGI)  
Northeast Minneapolis Clinic  
Provation Medical, Inc.  
UCare Minnesota  
University of Minnesota Health Clinics and  
Surgery Center  
Virginia Piper Cancer Institute, a part of  
Allina Health  
Native American Community Clinic, Mar. 13  
Southside Community Health Services  
North Point Health and Wellness

### Minnetonka

Minnetonka Ambulatory Surgery Center

### New York Mills

*Mayoral Proclamation*

### Olivia

RC Hospital & Clinics, Mar. 4-6

### Ortonville

Ortonville Area Health Services

### Ottertail

*Mayoral Proclamation*

### Plymouth

Minnesota Gastroenterology (MNGI)  
Plymouth Clinic and Ambulatory  
Surgery/Endoscopy Center

### Rochester

Mayo Clinic Plummer Building  
ONB Bank  
American Cancer Society offices

### Saint Cloud

Abraham Lincoln Plaza (5th Ave & 1st St)  
Water Tower on I-94  
CentraCare Health South Point Office  
Building  
Saint Cloud Hospital

### Saint Louis Park

City of Saint Louis Park / Louisiana & Hwy 7  
Bridge  
Methodist Hospital, Mar. 1-31  
Park Nicollet Campus, Mar. 1-31

### Saint Paul

*Mayoral Proclamation*  
1st National Bank Building  
Allianz Field  
CHS Field  
HealthPartners Neuroscience Center, Mar.  
1-31  
HealthPartners Orthopedic & Sports  
Medicine, Mar. 1-31  
Minnesota Department of Health - Sage  
Program  
Minnesota Endoscopy Center  
Regions Hospital, Mar. 1-31  
Virginia Piper Cancer Institute, a part of  
Allina Health

### Slayton

Murray County Medical Center

### Sleepy Eye

Sleepy Eye Medical Center, Mar. 1-31

### Sebek

*Mayoral Proclamation*

### Stillwater

Lakeview Hospital, Mar. 1-31

### Tracy

*Mayoral Proclamation*  
Sanford Tracy Medical Center

### Verdale

*Mayoral Proclamation*

### Wadena

*Mayoral Proclamation*  
Tri-County Health Care, Mar. 4-8

### Westbrook

*Mayoral Proclamation*  
Sanford Westbrook Medical Center

### Winona

Winona Health

### Woodbury

Minnesota Gastroenterology (MNGI)  
Woodbury Clinic and Ambulatory  
Surgery/Endoscopy Center  
TRIA Woodbury, Mar. 1-31

### WISCONSIN

#### Amery

Amery Hospital & Clinic, Mar. 1-31

#### Hudson

Hudson Hospital & Clinic, Mar. 1-8

#### New Richmond

Westfields Hospital, Mar. 1-31

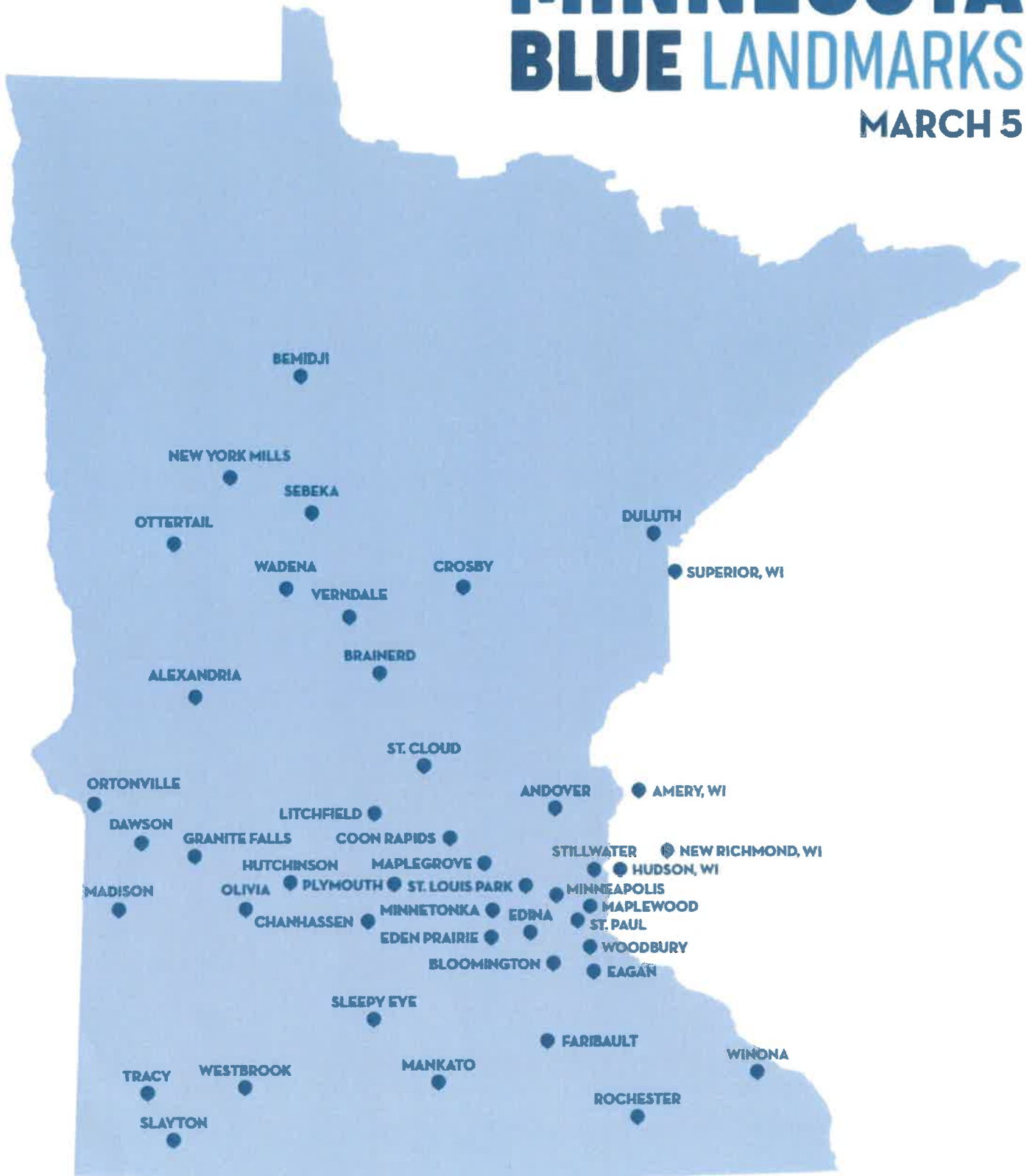
#### Superior

Lake Superior Community Health Center –  
FQHC

COLON CANCER AWARENESS

# MINNESOTA BLUE LANDMARKS

MARCH 5



Use **#MNBLUE** to share your photos and see others.



