

# Partners in Prevention

*Promoting colorectal cancer awareness, prevention, early treatment & research*

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The Pfizer Oncology Colon Cancer Challenge is the premier colorectal cancer awareness event for metropolitan New York. The Challenge provides a unique opportunity for the public, survivors, and families to raise awareness and contribute to the fight against this preventable but often fatal disease.

### Did You Know?

- Women and men are at equal risk for developing colorectal cancer.
- Colorectal cancer is the #1 non-tobacco-related cancer killer in the United States.
- This year in the United States there will be 147,500 new colorectal cancer cases and 57,000 deaths.
- Colorectal cancer screening saves lives.
- Less than 45% of New Yorkers age 50 and older have had a colonoscopy.
- African Americans have the highest incidence and death rate from colorectal cancer of all population groups in the United States.

### Partners in Prevention

Partners in Prevention, a joint initiative of the Albert Einstein College of Medicine Cancer Center and Montefiore Medical center, is dedicated to reducing colorectal cancer incidence and death in metropolitan New York. Our mission includes:

- Increasing public awareness about colorectal cancer and its prevention
- Encouraging early colorectal cancer screening
- Educating health care providers and the public
- Supporting and conducting research into the causes of and cures for colorectal cancer.

### Take the Challenge!

You can make a difference in the fight against colorectal cancer by helping us raise funds for this cause. All funds raised directly support the Partners in Prevention mission and initiatives in metropolitan New York. This mission includes supporting efforts to provide colorectal cancer screening for the uninsured.

To get started, go to [www.coloncancerchallenge.org](http://www.coloncancerchallenge.org) where you can form a team, create your personal donation page, send e-mails to friends and family, and keep track of your fund-raising progress. You also can use the form below to keep track of your pledges.

Please have your sponsors prepay with checks made payable to: **Montefiore Medical Center—Partners in Prevention**. All contributions are tax deductible. On race day bring this form and donations to the Partners in Prevention tent in Mineral Springs, or mail to: Partners in Prevention, 1300 Morris Park Avenue, Bronx, NY 10461.

Your Name		
Team Name		
Address		
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