



FOR IMMEDIATE RELEASE

Media Contact  
Regan Weaver  
Communications Coordinator  
(410) 280-0025  
[reganweaver@comcast.net](mailto:reganweaver@comcast.net)  
[www.preventingcolorectalcancer.org](http://www.preventingcolorectalcancer.org)

## **Preventing Colorectal Cancer.Org Launches Awards Program to Recognize Champions of Colon Cancer Prevention**

Annapolis, MD / PR Web / January 20, 2011 – Non-profit group Preventing Colorectal Cancer.org (PCC.Org) has launched an annual Champion Awards Program to recognize individuals, groups and companies that provide either exceptionally high standards of care or who most effectively advocate for the prevention and early detection of colorectal cancer. PCC.Org is a non-profit group formed in 2008 with the mission of educating the public and key stakeholders about the opportunities to reduce the incidence of colorectal cancer through maintaining screening and care options for patients and their clinicians.

“We want to spotlight those who share this organization’s deep commitment to high-quality screening and effective advocacy for increased screening rates and display exemplary support of the fight against colorectal cancer,” says Dr. Steven J. Morris, MD, FACP, PCC.Org board chair and president, Atlanta Gastroenterology Associates. “This is one of the deadliest forms of cancer and is considered the second leading cause of cancer deaths, which is disturbing because colorectal cancer is also one of the most easily prevented forms of cancer.”

Echoing Dr. Morris’ thoughts, PCC.Org Executive Director Randall Madry says, “We at PCC recognize there are many people and organizations that are making a real difference in the effort to improve the numbers of people who have colorectal cancer screening, and we feel that they should be recognized for their efforts and contributions to this critical part of the battle against colorectal cancer.”

### **Award Recognition Details**

The PCC.Org Champion Awards Program aims to annually award:

- An individual or group practice that maintains a facility which offers the highest level of quality care and support.
- An individual or group who has acted as an effective advocate for the prevention and early detection of colorectal cancer.

- A stakeholder who has provided support to our mission statement and excelled in efforts to educate the public and key stakeholders about the opportunities to reduce the incidence of colorectal cancer through maintaining colorectal cancer screening and care options for patients and their clinicians.

Applications must be received in the PCC.Org offices by **February 25, 2011**. All applications will be reviewed by an awards committee and their recommendations will be forwarded to the Board of PreventingColorectalCancer.org. Winners will be notified by March 15th, 2011, to coincide with Colorectal Cancer Awareness Month.

Visit [www.PreventingColorectalCancer.org](http://www.PreventingColorectalCancer.org) for a more information and a downloadable application.

#### **Questions**

Questions related to the program announcement, proposal format or required documentation should be submitted as early possible to [info@preventingcolorectalcancer.org](mailto:info@preventingcolorectalcancer.org).

---

---

**About Preventing Colorectal Cancer.Org.** Headquartered in Annapolis, Maryland, Preventing Colorectal Cancer.Org preserves the tradition of safe, comfortable and quality-based medicine. PCC.Org is a non-profit 501(c)6 advocacy organization with its primary mission to educate both public and private stakeholders about the opportunities to reduce the incidence of colorectal cancer through promoting effective screening, prevention and care options for patients.