



FOR IMMEDIATE RELEASE

Media Contact
Regan Weaver
Communications Coordinator
(410) 280-0025
reganweaver@comcast.net
www.preventingcolorectalcancer.org

Preventing Colorectal Cancer Names Advocate Nancy Roach Winner of Inaugural *Champion Award of Colon Cancer Prevention*

Annapolis, MD / PR Web / April 13, 2011 – Non-profit group Preventing Colorectal Cancer (PCC) announces that Nancy Roach, founder and board chair of Fight Colorectal Cancer, is the recipient of the 2011 PCC *Champion Award of Colon Cancer Prevention*. The annual award was launched this year 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.

A cancer survivor and advocate, Ms. Roach has been involved with the colorectal cancer community since 1996 when her mother-in-law was diagnosed with rectal cancer. She also co-founded the Colon Cancer Alliance in 1999 and founded Fight Colorectal Cancer in 2005 to provide focus, infrastructure and support to the growing colorectal cancer advocacy movement.

"Nancy is the heart and soul of this organization," says Carlea Bauman, president of Fight Colorectal Cancer, formerly the Colorectal Cancer Coalition. "She reminds us that our first obligation is to the patient and that our ultimate goal is to put ourselves out of business. As a supporter of better research into new screenings and treatment, a person living with a diagnosis of colorectal cancer would be hard-pressed to find a more passionate advocate and compassionate person than Nancy Roach."

"On behalf of PCC, we are extremely pleased to honor such a dedicated member of the preventing colorectal cancer community," says Dr. Steven J. Morris, MD, FACP, PCC board chair and president, Atlanta Gastroenterology Associates. "Through her work with the gastrointestinal research community, government agencies, elected officials and corporations, Ms. Roach is constantly pushing on behalf of people touched by colorectal cancer. She exemplifies the true commitment that is vital to sustaining our mission of increasing the colon cancer screening rate among the general public."

According to Dr. Stanford Plavin, MD, PCC vice chair and managing partner, Ambulatory Anesthesia of Atlanta, “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. This new awards program is a great way to do it.”

Ms. Roach is also affiliated with the National Cancer Institute Clinical Trials Working Group GI Steering Committee and SPORC program, and serves on the editorial board of the American Association of Cancer Research’s consumer magazine.

PCC has worked with Fighting Colorectal Cancer on various initiatives in the past, and “this is a relationship we value tremendously,” says Randy Madry, PCC executive director.

Visit www.PreventingColorectalCancer.org for updates on this award and PCC news, events and blogs.

About Preventing Colorectal Cancer (PCC). Headquartered in Annapolis, Maryland, PCC preserves the tradition of safe, comfortable and quality-based medicine. PCC is a nonprofit 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. For more information, you can reach the PCC at (410) 777-5310 or visit www.preventingcolorectalcancer.org.