Colorectal Cancer Awareness Month

Press Release Template

**PRESS RELEASE**

For Immediate Release: (INSERT DATE)

Contact: (INSERT NAME, PHONE NUMBER)

**New evidence shows link between smoking and colorectal cancer**

March is National Colorectal Cancer Awareness Month. Of all cancers, colorectal cancer is the second deadliest cancer after lung cancer. More than 140,000 Americans are diagnosed with Colorectal Cancer every year, and of that number, more than 50,000 die from it.

New evidence from the recently released 2014 50th Anniversary U.S. Surgeon General’s Report shows that smoking cigarettes causes colorectal cancer. While most associate smoking with lung cancer, it also causes numerous other cancers, including liver, bladder, kidney, and pancreatic cancer. According to the report, one out of three cancer deaths could be prevented if no one smoked in the U.S.

**“QUOTE ABOUT HOW THESE FINDINGS PROVIDE FURTHER PROOF OF HOW DAMAGING SMOKING AND TOBACCO USE ARE TO THE BODY” SAID (CONTACT NAME).**

**INSERT A PARAGRAPH HERE ABOUT LOCAL TOBACCO PREVENTION AND CONTROL EFFORTS. TALK ABOUT ENGAGING THE COMMUNITY IN TOBACCO PREVENTION AND CONTROL AND HOW YOU FOCUS ON TRYING TO PREVENT YOUTH FROM STARTING TO SMOKE SO THEY CAN AVOID THE HEALTH HARMS OF TOBACCO USE.**

According to local health experts, the benefits of quitting smoking are numerous.  **(PULL FROM SOME OF THE BENEFITS FOUND AT THIS LINK:** [**http://www.cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-benefits**](http://www.cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-benefits)**).**

**“QUOTE ABOUT HOW QUITTING SMOKING ISN’T EASY, BUT IT’S WORTH IT AND CAN BE DONE. HOPEFULLY THESE NEW FINDINGS WILL PROVIDE ADDITIONAL MOTIVATION FOR TOBACCO USERS TO GET THE HELP THEY NEED TO QUIT” SAID (CONTACT NAME).**

Tobacco users who want to quit can receive free assistance from the Wisconsin Tobacco Quit-Line by calling 1-800-QUIT NOW. For more information on colorectal cancer, visit <http://www.cdc.gov/cancer/colorectal/>.

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