

Colon Cancer Challenge Foundation®

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NATIONAL COLORECTAL CANCER AWARENESS MONTH TO CONCLUDE WITH NEW YORK COLON CANCER CHALLENGE® RUN/WALK IN CENTRAL PARK SUNDAY, MARCH 27

Event highlighted by Health & Wellness Festival, family-friendly activities, Super Colon™ and special guests NBA Hall of Famer Earl “the Pearl” Monroe and Beatle impersonator Mark “Farquar” Vaccacio, currently battling the disease

Floral Park, NY, March 17, 2011 – The New York Colon Cancer Challenge®, in collaboration with New York Road Runners (NYRR), is the nation’s premier colon cancer awareness event. Almost 6,000 runners and spectators are expected to gather in Central Park Sunday, March 27th for a 4-mile and 15K runs, and a 1.7 Mile Remembrance & Prevention Walk.

“The 2011 New York Colon Cancer Challenge® is on track to be the largest, most successful Challenge to date with new teams, corporate sponsors, partners and special guests joining in the fight against colorectal cancer,” says Dr. Thomas K. Weber, founder of the Colon Cancer Challenge®.

Among this year’s special guests are New York Knicks basketball legend and NBA Hall of Famer Earl “the Pearl” Monroe. Monroe, a spokesperson for EmblemHealth, is committed to helping others make healthy lifestyle choices and take control of their health.

Another special guest speaker will be Beatle impersonator Mark “Farquar” Vaccacio, a member of the popular Beatles tribute band “Strawberry Fields,” whose battle with the disease was recently profiled in *The New York Times* (<http://www.nytimes.com/2011/02/17/nyregion/17beatle.html>).

The Health and Wellness Festival, with the generosity of Sanofi-Aventis, will include the Prevent Cancer Foundation’s interactive Super Colon™, an inflatable, 20-foot long, 8-foot high replica of a human colon; a dedicated team of experts in exercise, nutrition and cancer navigation; face painters, balloon twisters and a DJ followed by an awards and raffles ceremony.

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The 2011 New York Colon Cancer Challenge® Festival will take place at the Naumburg Bandshell in Central Park located off the 72nd Street Transverse (enter at 72nd St and Fifth Ave). The 1.7 Mile Remembrance & Prevention Walk and 4-mile run will begin at 10 am and the 15K at 11:15 am. For more information including media inquiries and requests, please contact CCCF Managing Director Jennifer Sloan at (917) 435-1619 or sloan@coloncancerchallenge.org.

THE COLON CANCER CHALLENGE FOUNDATION®

The Colon Cancer Challenge Foundation® (CCCF) is a 501 (c) 3 not-for-profit organization registered in New York State and listed by the Federal IRS as a public charity dedicated to reducing colorectal incidence and death. Our mission includes: supporting research into the causes and cures for colorectal cancer; increasing public awareness; educating the public about the importance of early detection; and forming strategic partnerships in the fight against colorectal cancer.

New York Road Runners

Headquartered in New York City, New York Road Runners is dedicated to advancing the sport of running, enhancing health and fitness for all, and meeting our community's needs. Our goal is to use the expertise acquired in our 52-year history to empower all people to live fitter, healthier lives through participation in our races, community events, instruction and training resources, and youth programs. Our races and other events draw more than 300,000 people each year. The ING New York City Marathon, NYRR's premier event, is the largest and most inclusive marathon in the world, attracting the world's top professional runners every year and raising \$30.8 million for charity in 2010. NYRR's running-based youth programs, which currently serve more than 100,000 children in hundreds of schools and community centers, promote children's health and fitness, character development, and personal achievement in underserved communities. For more information, visit www.nyrr.org.

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