



1414 Prince Street, Suite 204
Alexandria, VA 22314
703 548 1225 Fax 703 555 1226
www.FightColorectalCancer.org

For Immediate Release: April 4, 2011

Leading Colorectal Cancer Advocacy Groups Join Together to Create Awareness and Access to Clinical Research

New tool offers patients personalized information on all treatment options.

Washington, D.C., April 1, 2011 Leading colorectal cancer advocacy organizations Colon Cancer Alliance and Fight Colorectal Cancer announced today that they are teaming up on an initiative to encourage patients with colorectal cancer to take charge of their diagnosis and learn about clinical trials, which are an important part of treatment innovation.

The Colorectal Cancer Clinical Trial Call to Action campaign matches colorectal cancer patients with currently recruiting clinical trials based on their individual medical situation. The easy-to-use resources, powered by EmergingMed, help patients discuss with their doctor clinical trials that may be appropriate for them. The personalized service is free and confidential, and is available to patients, loved ones and healthcare professionals.

“Patients who participate in clinical trials also help further colorectal cancer research,” said Carlea Bauman, President of Fight Colorectal Cancer. “Today’s clinical trial could be tomorrow’s standard treatment. Unfortunately the process of finding an appropriate trial can be mind-boggling to patients, which is why Fight Colorectal Cancer is pleased to join with EmergingMed and the Colon Cancer Alliance on this vital program.”

The Colorectal Cancer Clinical Trial Call to Action campaign was designed to ease the burden patients and their families may feel when trying to navigate the complicated landscape of researching and identifying clinical trials to discuss with their doctor. The resources available through the program include a Colorectal Cancer Clinical Trial Matching Service, which provides personalized education and the quick identification of clinical trial options that match each patient’s diagnosis, stage and treatment history. Patients, loved ones and healthcare professionals may access the service by visiting the Colon Cancer Alliance or Fight Colorectal Cancer websites or by calling the toll-free number (866-278-0392) to be matched with a compassionate and informed Clinical Trials Navigator who guides them through the entire process.

“The Colon Cancer Alliance is proud to launch this collaborative patient centered service with EmergingMed and Fight Colorectal Cancer. We all have the same goal of helping colon cancer patients. This center piece of this service is the Clinical Trials Navigator who can help make this process less overwhelming,” said Andrew Spiegel, CEO of the Colon Cancer Alliance.

The services have been made possible by support from the following: Amgen Inc., Daiichi Sankyo, and Genentech BioOncology.

About Colorectal Cancer

Not counting skin cancers, colorectal cancer is the third most common cancer found in men and women in this country. Overall, the lifetime risk of developing colorectal cancer is about 1 in 20. The American Cancer Society's (ACS) estimates that in the United States in 2011 there will be about 101,700 new cases of colon cancer, about 39,510 new cases of rectal cancer, and about 49,380 deaths from colorectal cancer.

Colorectal Cancer Clinical Trial Call to Action Partners

The Colon Cancer Alliance (www.ccalliance.org) is the oldest and largest national patient advocacy organization dedicated to ending the suffering caused by colorectal cancer. We will increase screening rates and survivorship by providing support and education and furthering research and advocacy efforts.

Fight Colorectal Cancer is the leading colorectal cancer advocacy organization in Washington, DC that demands a cure for the 2nd leading cancer killer in the U.S. In addition to our advocacy work, we offer support for patients, family members, and caregivers and serve as a resource for colorectal cancer advocates, policymakers, medical professionals, and healthcare providers. We also do everything we can to increase and improve research--at all stages of development and for all stages of colorectal cancer. Find out how you can get involved at www.FightColorectalCancer.org. (Formerly Colorectal Cancer Coalition)

Colorectal Cancer Clinical Trial Call to Action Provider

EmergingMed (www.emergingmed.org) EmergingMed was founded in 2000 and since that time has assisted over 120,000 cancer patients with customized searches for clinical trials. EmergingMed's goal is to increase clinical trial awareness and access through one-on-one, personalized services provided through collaborations with a growing partner network. EmergingMed coordinates and provides the services for the Colorectal Cancer Clinical Trials Call to Action Campaign.

CONTACT:
Penina Seidman
EmergingMed
212.679.0072 x208