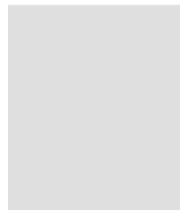


A group of diverse people, mostly wearing blue, are cheering with raised fists. They are outdoors in front of a large, light-colored building with arched windows. The people include a woman in a blue bandana and sunglasses, a woman in a blue hoodie, a man in a blue cap and jacket, and a woman in a black puffer jacket. The text "MARCH 2019 IMPACT REPORT" is overlaid in large white letters.

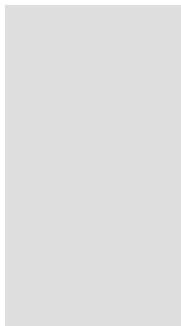
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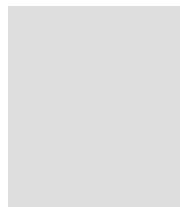
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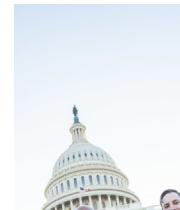
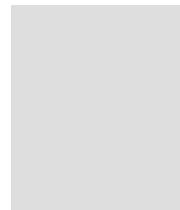
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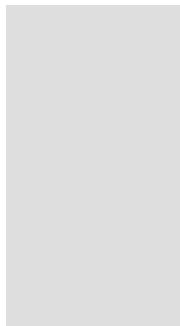


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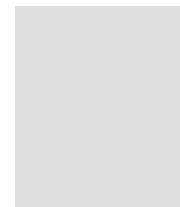
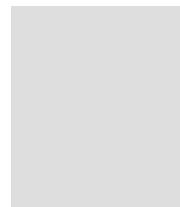
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Luke Perry

1966 - 2019

On March 4, 2019, the colorectal cancer community lost a tireless advocate, a champion, and a friend.

We will miss you, Luke.



Photo credit: Travis Howard

Kicking-Off Colorectal Cancer Awareness 2019

Fight Colorectal Cancer (Fight CRC) and our advocate community are relentless in the fight for a cure year-round but in March during Colorectal Cancer Awareness Month we turn it up well over 100 percent! On February 27, Fight CRC kicked-off March Colorectal Cancer Awareness Month from Tucson, Arizona at the Cologuard Classic hosted by Exact Sciences.

Together, we rang the NASDAQ Bell and launched our awareness campaign featuring PGA TOUR Professional, Tom Lehman. His PSA played on the iconic NASDAQ Jumbotron Tower in New York City's Times Square for 30 days alongside ads spotlighting nearly 30 Fight CRC ambassadors.



Visit Fight CRC's Flickr to see more photos from March Awareness 2019.
[Flickr.com/FightCRC](https://flickr.com/FightCRC)



RAISING AWARENESS: THE POWER OF STORYTELLING

Read the stories and watch the videos of all Fight CRC Ambassadors on our blog at FightCRC.org/Blog



Marisa Maddox, stage III survivor and Fight CRC Ambassador

Thanks to the courage of our Ambassadors and celebrity spokespeople who bravely share their personal cancer stories to raise awareness of this disease and the

importance of early detection through screening, Fight CRC was able to reach communities across the country through the news media – in print and online.

Make that 12 wins for Tom Lehman on the PGA TOUR Champions.



9:23 PM - 19 Jan 2019

13 Retweets 67 Likes



 drzurimurrell

...



Liked by shirayberry and 225 others

Celebrity Fight CRC spokesperson and country music artist, Craig Campbell shared his colonoscopy with his fans on Instagram.

This year's 29 Fight CRC Ambassadors garnered 3.5 million media impressions across the country.





Topeka
71° 

A Delaware mom spreads the word about colorectal cancer awareness in honor of her son

Joe Irizarry Mar 23, 2019 - 6:00 am 



Local News

Topeka woman featured in National Colon Cancer Awareness campaign

By:

Brittany Moore 

Updated: Mar 22, 2019 11:38 AM CDT



 Recordnet.com
39 mins 

Diagnosed with Stage 4 colorectal cancer on Jan. 29, 2017, only to have it spread to her liver, Nicole Lorenz is advocating for young women like herself and pushing for earlier screening. "I feel my purpose is not to go through this and be gone in a few years," the 30-year-old mother of three said. "It's to share my story and be here to share my story for years and years to come."



RECORDNET.COM

Fighter, advocate: Young Stockton mom uses diagnosis to shed light on colorectal cancer

Nearly 50 local and national media stories featuring Fight CRC Ambassadors

Over 2,000 airings of our PSAs on ABC, NBC, CBS, and FOX affiliates nationwide resulting in over 9.5 million audience impressions

#StrongArmSelfie: A Movement to Ensure that “No One Fights Alone”



Call-On Congress 2019 | Photo Credit: Brian Threlkeld

To a colorectal cancer survivor, family member, and caregiver posting a #StrongArmSelfie is more than just a campaign, it's a movement to remind them that “no one fights alone.”

By posting or sharing a #StrongArmSelfie you're letting those affected by colorectal cancer know that you are behind them all the way.

“The #StrongArmSelfie campaign, and others like them, not only shine a light on a cause that needs attention, research, and funding, but they do so much more. They unite and strengthen those who are, and have been, in the fight for our lives.”

Jamie Aten, Ph.D.
Stage III survivor, and writer for
Psychology Today

≡ Psychology Today Ⓛ us Q

I Posted a #StrongArmSelfie- Didn't Expect What Happened Next

How helping raise awareness about colorectal cancer unexpectedly helped me.

Posted Mar 11, 2019

[f](#) [t](#) [e](#) [l](#)

kthomason.87 · Following
MD Anderson Cancer Center



patmootie · Following
Hollywood



violentkuchar · Following
United States Capitol



arichelle16 · Following
Good Morning America Studios



Allison Rosen M.S.
@AllisonRosen310

Got my Phlebotomist @MDAndersonNews to flex for me. Even though March is over you can still help raise money for the fight against colorectal cancer! A #StrongArmSelfie is an easy way to show your support. Each post, retweet or share of a #StrongArmSelfie sends \$1 to @FightCRC!



Maria L. Rodriguez
@mariajrl

@SWeiner where were you 5 years ago today? Ans: Saving this mama's life with your surgical talent and expertise! Our family thanks you! Grateful forever! ❤️💪
@ClevelandClinicFL #FightColorectalCancer #strongarmselfie @FightCRC



robaurelius
iPlay America



ginab44 · Following
Washington, District of Columbia



bennybruin · Following
Capitol Hill



Mary Salvi
@MarySalvi

Did you know that every #strongarmselfie tweet and re-tweet raises \$1 💪🌿 for @FightCRC! It's an easy way to raise money and awareness 💙 #80inEveryCommunity



WTNH News 8 · Follow

"There's 30 million people - over 30 million people - in this country between the ages of 50-75 who are eligible to get screened but just haven't gone," said colon cancer survivor Michael Mancini. #StrongArmSelfie



Taking Over Times Square



Eight CRC Ambassadors Victor Menoscal and Alejandro Potes, along with partner Samuel Mintz, were able to be in New York City's Times Square to see Fight CRC's March Awareness Campaign kick-off on the NASDAQ Marketplace.

"It is definitely impressive to see yourself in Times Square one of the most iconic sites in the world. Above all else, it is mind-blowing to know that having your face up there is preventing other people facing something as terrible as a cancer diagnosis. I am beyond proud to have been part of this amazing initiative and forever grateful to Fight Colorectal Cancer for giving us a platform and for helping us find a purpose in something as negative as colorectal cancer"

Alejandro Potes, Stage II survivor and Fight CRC Ambassador



Fight CRC Joins Exact Sciences at the Cologuard Classic



Left to Right: Brendan Davis, stage IV survivor; Todd Maples stage III survivor; Anna Cowan, Fight CRC Staff; Amanda Houston, stage III survivor; Aaron Rogers NFL player; Sheila Schrack, stage III survivor; Anjee Davis, Fight CRC President; Jerry Kelly, PGA TOUR Pro; and Teri Griege stage IV survivor.

This year at the Cologuard Classic, Fight CRC advocates Jay Overy, stage I survivor, and Brendan Davis, stage IV survivor, took to the green to tee off with PGA TOUR professionals and NFL players, past, and present.

Survivors and caregivers took center stage at this year's Cologuard Classic to put a spotlight on survivors and caregivers. Jay Overy, Sheila Schrack, and Chereka Thompson were honored at the Night of Champions Dinner hosted by PGA TOUR Pro Jerry Kelly, with the first-ever "John MacLeod Champions Award"

designed to honor specific individuals who embody John's fighting spirit and belief that together we can make a difference. These honorees are agents of change in their communities.

The Cologuard Classic wrapped up the week with a performance by Fight CRC's national spokesperson and country music artist, Craig Campbell who asked a group of survivors to join him on stage to take a quick #strongarmselfie with over 5,000 attendees flexing during the concert.



Fight CRC Board Member and stage IV fighter, John MacLeod.

"From the first time I met Fight CRC Board Member and Ambassador John MacLeod and heard his story, I was in awe. To be presented with the John MacLeod Award at the Champions Dinner meant everything to me. I was so honored and humbled to be presented with an award dedicated to a man whose spirit and dedication to awareness and advocacy was unprecedented. John was such a major influence in the colorectal cancer community."

Chereka Thompson, Caregiver and Fight CRC Advocate

NBA Gets in the Awareness Game



"It was an amazing event! The crowd was very receptive to hearing about colorectal cancer prevention and screening. We had so many attendees come up to us after the halftime presentation and congratulate Jay on being cancer-free and many telling us their stories of how they've been touched by this disease. The opportunity that an event like this presents is so wonderful!" -

Kathy Overy, Caregiver and Fight CRC Ambassador

The NBA got in the colorectal cancer awareness game with both the Cleveland Cavaliers and Portland Trail Blazers hosting awareness nights at their local games. Fight CRC set up a resource table at both games to talk with fans about colorectal cancer screening. Stage I survivor, Jay and his wife, Kathy Overy's PSA was featured at the Cavaliers game on the jumbotron.

Learn more about how you can raise awareness about colorectal cancer prevention and screening in your community at FightCRC.org/awareness

Moving the Needle in Research: Early-Onset CRC

It is a high priority for Fight CRC to push for increased funding for research and bring together leading experts to examine why we are seeing an emergence of colorectal cancer in younger adults. We convened and led a group of these experts through a workshop this spring and submitted a whitepaper publication on early-age onset.

"When I was diagnosed with stage III colorectal cancer (CRC), my oncologist flat out told me: "No one should have to deal with this at your age." It quickly became clear my cancer had developed in my 30s. As a runner and a health writer, I thought it all totally unfair. But now we know CRC is a growing problem among patients in their 20s, 30s, and 40s. We all need a partner like Fight CRC to help us find "our people," to share screening advice and to fund research, and bring together experts to get to the bottom of why this is happening. No one should have to deal with colorectal cancer, a preventable disease, at any age."

Curt Pesmen, Stage III survivor and Fight CRC Research Advocate

Learn more about Fight CRC's work in early-age onset colorectal cancer at FightCRC.org/under50



Increasing Screening: 80% in Every Community



EXACT SCIENCES

MAYO
CLINIC



On March 7, Fight CRC was a proud partner supporting the National Colorectal Cancer Roundtable's "80% in Every Community," a national effort to reach 80% screening rates in communities across the country.

We co-hosted a livestream rally and in-person event at Mercedes Benz Stadium and the American Cancer Society's global headquarters in Atlanta, Georgia. The goal was to rally and encourage communities across the country to work together to get at least 80% of their community screened for colorectal cancer.

The day included dueling drum lines and mascots from the Atlanta Falcons and Georgia State University. Guests came from all over the country show their

support! The livestream, hosted by the Mayo Clinic and Fight CRC, featured a Q&A with leading healthcare professionals and public health experts representing their communities and sharing with us what they are doing to reach 80% screening rates.

The livestream event brought together emotional and compelling panels featuring survivors, their supportive employers, communities in action, as well as a special vocal performance by emerging recording artist, Erin Kirby.

Special thanks to 80% in Every Community partner the Centers for Disease Control and Prevention.

How can your community get involved in 80% in Every Community?
Visit FightCRC.org/80ineverycommunity



Stylist, Shaye Strager with Frederick Schiller, Caregiver

51,000 VIEWS of the morning and afternoon livestream

3.5 million reached through #80inEveryCommunity

Over 80 watch parties across the country participated

Frederick Schiller, Caregiver and Fight CRC Ambassador

"In an ideal world, no one should have to be a caregiver to someone with colorectal cancer. It is the most preventable cancer through early screening. And that is why it was so important for me to participate in 80% in Every Community, to get the message out to all communities about screening. Having been a caregiver to my father-in-law and now to my amazing wife, Heather, I don't want anyone else to have to live through the struggles we have. Together we can see an end to colorectal cancer."

Shaye Strager, New York and Atlanta-based Stylist

"What a privilege and honor it was for me to style survivors, caregivers, and ambassadors of Fight CRC in March. Having lost my father to colorectal cancer, I want to do everything in my power to help raise awareness for prevention through the 80% in Every Community Initiative."

Advocates “Call-on” Congress



In the lead up to Call-on Congress, almost 400 advocates from across the country joined Fight CRC's Blue Star States Campaign to declare March Colorectal Cancer Awareness Month in each state. We successfully secured governor's proclamations in 46 states and a national proclamation.

Fight CRC held its 13th Annual Call-on Congress in Washington, D.C. on March 17-19. Over 150 colorectal cancer survivors, caregivers, and advocates joined us. And after two days of learning the latest in colorectal cancer research and getting trained on how to advocate, they stormed the Hill in a sea of blue.

Fight CRC secured over 156 meetings with legislative staff. Advocates reached every new Member of Congress with educational materials



“Fight CRC has been and will continue to be relentless in the push to close the screening bill loophole, as its implications have a large impact on screening and how we approach preventative services,” said Anjee Davis, president of Fight CRC. “Working hand in hand with our coalition of partners, we have made this a legislative priority for over 5 years. The time has come to make sure that our seniors are not deterred from lifesaving colorectal cancer screening for financial reasons.”



Over 150 attendees, 156 meetings on the Hill
#ConC2019: Nearly 35,000 reached on Twitter
3,300 Call-on Congress livestream views on Facebook

Visit Fight CRC's Action Center at action.fightcrc.org
to sign up to be an advocate

Research Advocate Spotlight



Fight CRC Research Advocate Florence Kurttila on the cover of *Cancer Health*

Fight CRC's research advocates from our Research Advocacy Training and Support (RATS) Program were featured on the cover of magazines and websites, and attended research conferences such as the National Comprehensive Cancer Network. You can stay updated on the latest on CRC research on our blog at FightCRC.org/blog.



@ReeseFCRC

Follow Fight CRC's research advocacy manager, Reese Garcia on Twitter for the latest research news.

Delivering Patient Education

Just in time for the March awareness season, Fight CRC launched colorectal cancer screening resources and made them available to anyone visiting FightCRC.org and through volunteers who hosted awareness events in their communities nationwide.



These resources included a screening rack card, a webinar entitled "Polyps and Prevention: The Importance of Screening for Colorectal Cancer," and Fight CRC's new Screening Mini Magazine.

- 743 patient education resources were downloaded during the March Awareness season.
- Nearly 250 people registered for Fight CRC's screening webinar and viewed the webinar recording and slides over 130 times.
- 22,000 unique page views on Fight CRC colonoscopy prep tips blog.



Join over 500 volunteer distributors across the country who distribute Fight CRC resources and our bi-annual magazine *Beyond Blue* to patients and caregivers.

Visit FightCRC.org to sign up.

THANK YOU MARCH 2019 SPONSORS



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Colon Cancer Screening Blood Test



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