

BEYOND BLUE

A Biannual Update For Those In The Fight Against Colorectal Cancer

35 FIERCE COLORECTAL CANCER FIGHTERS

STORIES FROM THOSE LIVING
WITH COLON AND RECTAL CANCERS

Evelyn Beato
Stage IIIc survivor

MEET THE NEW
AMBASSADORS

THE ETERNAL OSTOMIST

TIPS FOR SURVIVING
+ THRIVING CRC

THE IMPORTANCE
OF EARLY DETECTION

GET
BEHIND A
CURE

FIGHT
COLORECTAL
CANCER

FIGHT
COLORECTAL
CANCER

ABOUT FIGHT COLORECTAL CANCER



OUR MISSION

Fight Colorectal Cancer envisions victory over colon and rectal cancers. We raise our voice to empower and activate a community of patients, fighters and champions to push for better policies and to support research, education and awareness for all those touched by this disease.



Photo credit: Will Bryan

MEDICAL ADVISORY BOARD:

Dennis J. Ahnen, M.D.
University of Colorado Hereditary Cancer Clinic

Al B. Benson III, M.D., FACP
Northwestern University

Nancy Baxter, M.D., FRCS
St. Michael's Hospital, University of Toronto

Dustin Deming, M.D.
University of Wisconsin Carbone Cancer Center

Dan Dixon, Ph.D.
University of Kansas Cancer Center

Richard M. Goldberg, M.D.
Ohio State University Medical Center

Carolyn Grande, CRNP, AOCNP
University of Pennsylvania

David Greenwald, M.D.
Mt. Sinai Hospital

Axel Grothey, M.D.
Mayo Clinic College of Medicine

Heather Hampel, MS, CGC
Ohio State University Comprehensive Cancer Center

Jean S. Kutner, M.D., MSPH
University of Colorado Hospital

Heinz-Joseph Lenz, M.D., FACP
University of Southern California

Paul J. Limburg, M.D., MPH
Mayo Clinic

John Marshall, M.D.
Georgetown University Medical Center

Howard McLeod, Pharm.D.
Moffitt Cancer Center

Neal J. Meropol, M.D.
Case Western Reserve University

Edith Mitchell, M.D., FACP
Thomas Jefferson University

Nicholas Petrelli, M.D.
Christiana Care Health System

Leonard Saltz, M.D.
Memorial Sloan-Kettering Cancer Center

Joel E. Tepper, M.D.
University of North Carolina School of Medicine

Our deepest condolences go out to the family and colleagues of Dan Sargent, Ph.D. He made a tremendous contribution to the fight.



To receive the latest edition of Beyond Blue via email, please visit us at:

FightColorectalCancer.org/SignUp


Cover Photo By: Travis Howard

Disclaimer: The content of this issue was medically-reviewed. All content was written, produced and edited by Fight Colorectal Cancer. The information and services provided by Fight Colorectal Cancer are for general informational purposes only. The information and services are not intended to be substitutes for professional medical advice, diagnoses or treatment. If you are ill, or suspect that you are ill, see a doctor immediately. In an emergency, call 911 or go to the nearest emergency room. Fight Colorectal Cancer never recommends or endorses any specific physicians, products or treatments for any condition.



Photo credit: Will Bryan

Meet Alex. We met her on Twitter after she lost her mom to CRC, now she's a Fight CRC Ambassador.

 @alexghrz

LETTER FROM THE PRESIDENT



Anjee Davis, MPPA
President of Fight Colorectal Cancer

As I watched 23 Ambassadors and their families sit in our new offices, I heard them share personal and intimate stories about life with colorectal cancer. It reminded me once again why we fight. It was a humbling moment to hear some of the challenges that still exist despite how hard we've fought this disease over the past decade. They shared about the confusion with clinical trials and lack of knowledge and support patients face. They gave details about the side effects, emotional struggles and unmet needs of the colorectal cancer patient community. It was clear we need more awareness created, not only for prevention but also for connection.

So many fighting colorectal cancer still feel alone. They don't talk to anyone about cancer or grief. They don't know how to find information. They don't know there's a community of fighters working for them. While some of their honest feedback was difficult to hear, it was much needed.

As they spoke, our team at Fight CRC took rapid notes. Literally. In this controlled focus group setting, we wrote down every detail about their experiences because we will use their feedback in our programs. We will create changes that need made. We will push forward to accomplish our mission.

The Ambassadors volunteered their time and stories to put a face to this disease. They're the inspiration behind this issue of Beyond Blue where we feature some of the fiercest fighters attacking colorectal cancer right now.

In addition to this group, there are others fighting alongside them. Some fight in labs as they race toward a scientific cure. Others fight in Congress as they take our stories to lawmakers and push for changes that will save lives. Some fight through fundraising and awareness. And others, like our board, fight in their workplaces and local communities doing whatever they can, whenever they can, to carry the stories with them. To get behind a cure, it's going to take all of us fighting together. I'm proud to be fighting alongside many strong individuals committed to victory over colorectal cancer.





35 FIERCE COLORECTAL CANCER FIGHTERS

Stories of Patients.
Caregivers. Loved ones.
Friends. Scientists.
Doctors. All working
toward a single goal:

A CURE.

THE JOHNSON FAMILY

DEDICATING B-DAYS FOR A CAUSE

Most 8-year-olds want LEGOS and Star Wars toys for their birthday. Zack wanted a cure for cancer. After his dad, Scott, was diagnosed with stage IV colon cancer he didn't want anyone else to get sick. He set up a fundraiser to raise money to fight colorectal cancer. Zack's fundraiser exceeded its \$2,500 goal and sparked a trend in the family. His younger twin brothers decided to donate their birthdays too. The Johnson family's strength inspires both those facing the disease and those who want to support them. They plan to fight until one day their birthday wishes come true.

To donate go to: [Give.FightCRC.org](https://www.givefightcancer.org)

01



Scott and Caroline Johnson with sons Jake, Ben and Zack.



[FightCRC.org](https://www.fightcancer.org)



Toll-free Resource Line: (877) 427-2111



[Facebook.com/FightCRC](https://www.facebook.com/FightCRC)



[Twitter.com/FightCRC](https://www.twitter.com/FightCRC)

NO-SHAVE NOVEMBER

RAISING FUNDS FOR COLORECTAL CANCER

Things get hairy when No-Shave November gets involved. Each year they ask men and women to ditch the razors to support cancer. In 2015, they supported colorectal cancer. In memory of Matthew Hill, dad to 8 children who formed the nonprofit in his honor, the organization honors his battle with CRC. Their \$378,650 donation in 2015 to Fight CRC funded research and patient education. They plan to donate again in 2016.

Join our team! no-shave.org/team/GetBehindACure

NANCY ROACH

PRESIDENT & FOUNDER OF FIGHT CRC

With a big vision to close the gap between patients and those making decisions that impact them, Nancy Roach creates ripples of impact for colorectal cancer patients and their families through her research advocacy. She won't stop fighting until there's a cure.



COLORECTAL CANCER (CRC) IMMUNOTHERAPY (IO) WORK GROUP WORKING TOGETHER TO CURE CANCER

Immunotherapy is the future - and this group knows it. They've given their careers to the study and quest for a CRC cure, and they're working together for the cause. Convened by Fight CRC and Cancer Research Institute (CRI), this global group of scientists see where IO research needs to go and what it will take to get there. From a written blueprint to strategy on funding, they're all in.

05



MEGHAN KING EDMONDS
Lost friend to CRC



CHARLES & CASSIE KELLEY
Cassie lost her dad to CRC



LUKE PERRY
Friend is CRC survivor



HEATHER DUBROW
Lost grandmother to CRC



SCOTT LAGASSE, JR.
CRC survivor

CELEBRITY SUPPORTERS SPOTLIGHTING COLORECTAL CANCER

Colorectal cancer can impact anyone - it does not discriminate. It's the second-leading cause of cancer deaths in the U.S., and 1 in 20 people are diagnosed. Many celebrities are impacted. Some have stepped up to not only show their support and raise awareness, but advocate and fight alongside Fight CRC advocates.

Country music singer/songwriter Craig Campbell became the first national spokesman for Fight Colorectal Cancer in memory of his dad, who passed from the disease when Craig was 11 years old. Meghan King Edmonds, reality TV star from the Real Housewives of Orange County (RHOC), also lost a loved one to the disease and advocates in her memory.

Actor Luke Perry has emceed events, created PSAs and appeared in national media to support his friends Chad and Sheila Schrack (a stage III survivor). Many other celebrities like Cassie and Charles Kelley (of Womanista and Lady Antebellum), Heather Dubrow (of the RHOC), and NASCAR driver Scott Lagasse, Jr. are involved with Fight CRC. They've joined their powerful voices with ours for one reason: a cure.

When celebs step out, the media notice. Fans notice. Other celebs notice. They fight hoping those with the power to prevent and cure colorectal cancer notice, too.

CRAIG CAMPBELL
Lost dad to CRC



Photo credit: Eddie Arrossi



"Top and skirt by M&S, shoes and bag Jimmy Choo. This skirt is super stretchy, perfect for my stoma, and rather handily wipe clean."

THE ETERNAL OSTOMIST

Ostomate and blogger of “Gladrags & Bags” offers fashion tips for fellow ostomates.

By Suzanne Doré

I'm from Braintree in Essex, U.K. At 36 I was diagnosed with advanced-stage colon cancer (we call it bowel cancer in the U.K.) after being misdiagnosed for many years with “IBS.” Due to the location and size of the tumor, I ended up with an AP resection (permanent colostomy), followed by chemo and radio therapy.

It's not difficult to imagine the terror and trauma that diagnosis brought, but I'm privileged enough to have left that behind me and survived. I write a blog called “Gladrags & Bags.” I blog to help others who live with an ostomy adjust to the “new normal” and become an “eternal ostomist.” My blog shares hints, tips and life hacks for dressing with an ostomy and avoiding messy mishaps—an anthology of dressing for ostomates.

In no way do I feel embarrassed or ashamed of my stoma and bag but I disguise it from an aesthetic preference. My bag and scars are my badges of honor, I will always be proud of them.

Relearning to dress well was high on my list of concerns as a new ostomate. I needed clothes that looked and felt good and also concealed my bag.

I go out of my way to achieve a non-visible panty line (VPL), so I don't like my bag line showing through either. I'm going for no VBL (visible bag line) as much as no VPL!

When I'm dressing, I take into consideration clothing that's:

- Functional and weather-appropriate. (I have fun with the seasons!)
- Stretchy (For example when I'm going out for dinner and then sitting for hours after, my clothing leaves room for my stoma.)
- Comfortable. (I especially love leggings that are super soft and comfy, they feel like pjs! Bagged or bagless they're worth having—the equivalent wof comfort food for your legs.)

Learning what to wear and what works is a case of trial and error. I'm happy with my status quo, but that's not to say I haven't experienced some spectacular fails along the way.

S@*! happens. It's how you deal with it that counts.

Read more at her blog GladragsAndBags.org





Photo Credit: Ryan Hollis

THE ONE MILLION STRONG COMMUNITY SHARING STORIES TO CREATE CHANGE

One Million Strong is a community of fighters who've stepped out and are ready to DO SOMETHING about colorectal cancer. Full of individuals who've gone public and shared their stories to change lives, One Million Strong is a force moving to cure colorectal cancer! Moms and dads, brothers and sisters, nieces and nephews, sons and daughters, friends and partners, doctors and colleagues make up the community. It's for anyone touched by this disease.

Inspired by the strength of the over one million survivors, members share their stories to raise awareness and to create change. They're on Capitol Hill in March to influence policy. They're in labs and

meetings to help researchers understand the patient perspective. And they're volunteering, donating and posting anywhere and everywhere - ceaselessly fighting for the cause. They're especially loud on social media (search #StrongArmSelfie to find them and others supporting them)!

As March - Colorectal Cancer Awareness Month - nears, the One Million Strong will be ramping up and getting LOUD. With a goal to reach millions, the community will need more people than ever to join them.

You in!? FightCRC.org/OneMillionStrong

07

**MELISSA**

@melmae5

STAGE IIIB SURVIVOR

This mom fights for her 3 kids who've watched her face surgery, IV & oral chemotherapy and side effects of colorectal cancer for over 5 years. She hopes others with CRC know they're not alone.

08

**RISSA**

@rissadee

STAGE III SURVIVOR

She couldn't find many colon cancer blogs after her diagnosis, so she started one. She wants to support others in her shoes through her writing and social media posts.

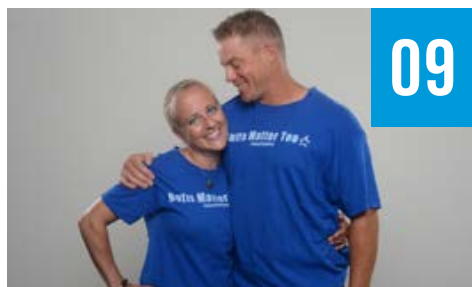
AMBASSADORS

Meet our newest Fight CRC Ambassadors from across the country who volunteered to put a "face" to this disease.

Share YOUR story!

[FightCRC.org/ShareYourStory](https://fightcrc.org/ShareYourStory)

09



@jessdilts

JESSICA & AARON

STAGE IV SURVIVOR & CAREGIVER

Cancer plays second fiddle to the beat of this newly engaged couple's life. While they face Jessica's cancer together, they don't let it steal their joy. There's always good things to celebrate.

10



SOCIAL MEDIA CHAMPIONS SPREADING THE WORD

Thousands follow Fight CRC on social media and like, share and comment on our content. The more you share, others will be aware!

11

**VICTOR & GINA**

STAGE IVA SURVIVOR & SISTER

What happens to you happens to us - cancer impacts everyone in the family. A brother-sister duo, they speak out to join an even bigger CRC family to find and offer support, healing and help.

12



@saskrum3

SUSAN

ENDOSCOPY NURSE

She's the lady behind the scope who's seen way too much cancer. To do something about it, she's involved in advocacy. She's the first in line to get new, reliable resources to take to her patients.

13



@Nellieno1

JULIE & HELEN

STAGE IVB & IVA SURVIVORS

"Chemo buddies" as they call themselves, and now lifelong friends. While cancer threw a wrench in their plans and dreams, it brought them a friendship and strength they're sharing with others.

14

ALEX | MOM DIED FROM CRC

@alexghrz  

She had to tell her two sisters that their mom died - an experience she hopes no other 20-something lives through. She fights to raise awareness and support others facing a parent's cancer diagnosis.

JOHN | STAGE IV SURVIVOR

@MacLeodJohnD 

Cancer isn't his life; he doesn't want you to pity him. If you want to see how he's doing, join him on the golf course. If you do, be ready to get inspired by his fight - and his navigation of the clinical trials system.

15

16

EVELYN | STAGE IIIC SURVIVOR

@itsmelaeve 

She beat cancer at age 33 more than 12 years ago. Now, she's using survivorship to make a difference. She's especially passionate about influencing screening in African American & Latino communities.

KRISTINA | LOST HUSBAND TO CRC

@smithspecialed 

With a 14-month-old son at age 25 she became a widow. Her husband fought hard but passed away at age 37. Now, she speaks out to prevent others from being robbed by cancer and inspire those facing loss.

17

18

ROBYN | STAGE IVA SURVIVOR

@schmobyn 

She's got a wedding to plan and career goals to meet - nothing is slowing her down. Not even neuropathy, recurrences or waiting periods for her clinical trials vaccine.

KARLEE | DAD DIED OF CRC

@nikesoverheels  

When she lost her dad, she changed her life. She lost 35 pounds and found purpose. As a student, she became a dietitian. She also got involved in advocacy so no other daughters lose their dads to this disease.

19

20

EVAN | STAGE I SURVIVOR

@EvanConant 

Even someone working for a company that manufactures chemotherapy drugs needs to be reminded to get screened and not delay. Luckily, he caught his cancer early. He shares his story so others do the same.

MARRA | STAGE IIIB SURVIVOR

Find joy in the journey - that is her mantra. While she didn't choose colorectal cancer, she's choosing to fight, raise awareness in the Hispanic community and bring light to all who also face the disease.

21

22

STEPHANIE | STAGE IIIB SURVIVOR

@stephanielex  

With no symptoms or family history, her cancer came as a shock. Thankfully she's now cancer free and back to life, work and running. Her message: get screened! "It's the best nap of your life!"



14



15



16



17



18



19



20



21



22

Photo Credit: Travis Howard



@colon_survivor
@bluehats4colons

Candace (right) and her friends Chereka and Chanel.

BLUE HAT BOW TIE FOUNDATION REACHING MINORITY COMMUNITIES

Stage IIB survivor Candace Henley calls herself a “serial” advocate. Anytime there’s a special event about colorectal cancer, she’s there sharing her survival story. Over the years she’s noticed who’s often not there - fellow African Americans.

Inspired by the “Red Hat Society,” Candace created a “blue hat” movement for colorectal cancer awareness. She pitched the idea to her church. On her first “Blue Hat” Sunday, a sea of blue hats sat amongst the pews.

Her idea became so popular she formed a foundation to help minority churches across the U.S. incorporate a “Blue Hat Bow Tie” Sunday. She fights alongside loved ones to see death and mortality rates in her community go down, and hope and awareness go up.

CINDY STAGE IIIC SURVIVOR

Her first time in a hospital was the day doctors rushed her into emergency surgery; a CT showed a mass on her intestines after she threw up for 24 hours. She’s now raising awareness to prevent CRC in others.



24

LAUREN STAGE IVA SURVIVOR

She fights for her daughter. For her Instagram friends. For herself. While chemo’s changed her body and cancer’s changed her life, she’s positive and outspoken. She fights so other young people know it can happen under age 50.



25

ERICA STAGE IIIC SURVIVOR

Protégé of the music industry’s Mama Jan Smith, Erica’s battle didn’t only inspire her boss to dedicate her 60th birthday to CRC awareness, she inspired a nation of survivors to speak out, be positive (and put a blue streak in their hair)!



26

CRC EXPERTS | FIGHT CRC'S MEDICAL ADVISORY BOARD (MAB)

27

Do you know some of the best of the best in colorectal cancer volunteer their time to provide advice about medical, clinical and research topics? The MAB reviews Fight CRC patient resources like fact sheets, blog posts, books and articles for accuracy. Several members of the team write blogs, produce video and podcast interviews and host webinars to help patients and their families. The MAB generates new ideas and programs to help those facing the disease. Meet the MAB: FightCRC.org/MAB



RESEARCH ADVOCATES | MEMBERS OF RATS

28

Patient-centered research is a hot topic in all spheres of research. Fight CRC trains research advocates (affectionately called RATS) to provide informed patient perspectives to researchers. Currently, RATS members attend academies, meet with mentors and undergo continuing education. Some members review proposals for the National Institutes of Health (NIH), Department of Defense (DoD), Food and Drug Administration (FDA), among others. RATS dedicate their time in hopes that one day CRC will be extinct.

CONGRESSIONAL CHAMPIONS | ADVISING POLICY

29

Colorectal cancer isn't just a national priority for Fight CRC advocates - it's important to champions on Capitol Hill, too! In 2014, Fight CRC established a Congressional Advisory Committee to unite congressional offices committed to a cure. These offices support policies and initiatives that eliminate barriers to screening and support research. Current honorary members include Reps. Donald Payne, Jr. (D-NJ), Leonard Lance (D-NJ), Rodney Davis (R-IL), Betty McCollum (D-MN), Mike Fitzpatrick (R-PA) and Charlie Dent (R-PA).



ALL-STAR ADVOCATES | GRASSROOTS ACTION COMMITTEE

30

A group of hardcore advocates, members of Fight CRC's Grassroots Action Committee (GAC), stop at nothing when it comes to the fight against colorectal cancer. Each month they come together to strategize how to get advocates involved. They plan Call-on Congress (see more details on page 17). They network with others, share their stories and cultivate relationships with "super advocates" as part of the Advocate Contact Team (ACT) created to engage advocates in all 50 states year-round.

TOP 10 LIST

Living with Colorectal Cancer

Experts offer tips for surviving and thriving with colorectal cancer.

NUTRITION by Margaret N. Martin, RD, MS, LDN,
CDE • PearlPoint

1 Know your fibers: soluble and insoluble. Insoluble fibers like fruit skins, nuts, kernels, etc. may irritate the colon. Try reducing.

2 Fight weight loss, which can reduce muscle tissue, decrease immunity and increase fatigue. Eat fats like avocado, oil & dairy.

SEXUAL HEALTH by Dr. Michael Krychman •
The Southern California Center for Sexual Health
and Survivorship Medicine

3 Communicate to maintain intimacy. Discuss your concerns, fears and desires with your partner. Sexual health medical professionals can help.

4 Have a sense of humor coupled with honesty. Be adventurous, try new things. While it may not be the same as before cancer, it need not be terrible.

OSTOMY by Rosy P. • CRC Survivor and Ostomate

5 Find support when you have an ostomy; The United Ostomy Association of America has chapters nationwide and is a good starting place.

6 Be gentle with yourself. It will take time to adjust, but it will happen. Embarrassing things now will eventually become second nature.

SKIN CARE by Dr. Dennis Porto • Henry Ford
Health System

7 Count on getting a rash. Almost everyone on an EGFR inhibitor [cetuximab (Erbix®), panitumumab (Vectibix®)] gets one.

8 Make a plan with a dermatologist before you start treatment and get suggestions for cremes, antibiotics and other products to use—and items like acne products to avoid.

SPIRITUAL WELL-BEING by Michael Eselun,
BBC Chaplain • Simms Mann UCLA Center
for Integrative Oncology

9 Give yourself permission and grace to be a human being with human feelings—including anger, sadness, and fear, along with hope, gratitude and joy.

10 Realize you're on a detour. What's not a part of the plan often results in the magic or a new glimpse of what's true.

Tell us...

How do you handle life with colorectal cancer? Any favorite recipes or exercises? Tips on how to talk to kids or support your caregiver?

Share them on Inspire, our online patient support community.

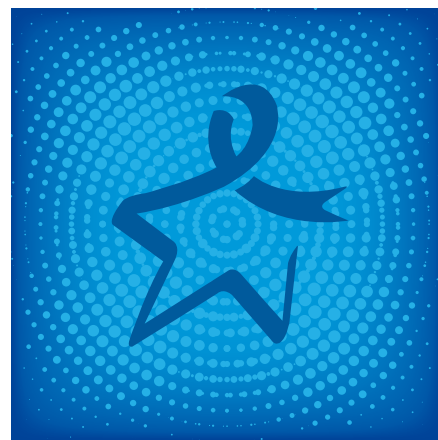
[FightCRC.org/Inspire](https://fightcancer.org/inspire)



CANCER-FIGHTING ORGANIZATIONS | IT TAKES A VILLAGE

31

We cannot fight cancer alone. Many local and national organizations focus on all cancers, some organizations like ours focus exclusively on colon and rectal cancers. We all host events and launch campaigns that raise awareness. Some provide financial support and grants to patients. Others create resources, offer emotional health services, push for policy change and fund life-saving colorectal cancer research. It will take ALL of us to get to a cure.



FIGHT CRC BOARD OF DIRECTORS | VISIONEERS

32

Victory over colorectal cancer - that is what the Fight CRC board wants to see. Each member is personally impacted - from survivor to caregiver, family member, doctor and friend. Board members use their professional expertise and experiences to guide the programs of Fight CRC and keep the thousands of grassroots advocates unified through a clear, focused mission. They open doors for colorectal cancer advocacy and research to be funded, recognized and supported.

80% BY 2018 PARTNERS | SCREENING ADVOCATES

33

Over 1,000 organizations are united in an effort to see 80% of age-eligible men and women in the U.S. screened by 2018. Fight CRC's taken the pledge to move the needle forward and save lives. From raising awareness, communicating screening options available, distributing free screening kits and disseminating education about risks, symptoms and screening, we're moving forward together to save lives through prevention.

***Save the date! On March 1 we'll live stream the "Countdown to 2018" from NYC!**



FIGHT CRC STAFF | LEADING THE FIGHT

34

The Fight CRC staff works to empower and encourage those ready to advocate! For patients needing to advocate for their own health, they create resources to guide patients through the fight. For those ready to step out and advocate for others, they organize and manage projects and events where advocates can get involved! From national and local advocacy events, health fairs, hikes and speaking engagements, the staff works to keep the advocate voice front-and-center. Meet the staff of Fight CRC: FightCRC.org/Staff



h
“P
at a
deve

Know
empov
colon c
but also

- eating h
- increasin
- not smok
- limiting al

The key is k
to minimize
potentially c

ARE YOU

Get persona
and identify



By Michelle Springer, MS, CGC
Instructor, Certified Genetic Counselor
Hereditary Cancer Clinic
University of Colorado Medical Oncology

Advances in medicine and technology now allow us to not only better screen for cancer, but in some instances, potentially prevent cancer from even forming.

Similarly, as genetic testing and awareness continue to expand and evolve, we are now able to identify individuals who have not yet developed cancer but who may be at a higher risk of developing cancer.

These include individuals who have been found to carry a cancer predisposition gene mutation (like Lynch syndrome) and individuals who have a positive family history of cancer.

“Previvor” is a term now used to describe these individuals at a higher risk of developing cancer who have not yet developed the disease.

Knowing if you are a previvor and at risk can be extremely empowering information. Previvors can reduce their risk for colon cancer not only by having more frequent colonoscopies, but also by modifying certain lifestyle factors. These include:

- eating healthy
- increasing exercise
- not smoking
- limiting alcohol consumption

The key is knowing if you are at risk and what you can do differently to minimize that risk. While we can't change our genes, we can potentially change the outcome!

ARE YOU AT RISK?

Get personalized tools and worksheets that help you track your family history and identify if you're at risk for colorectal cancer. [FightCRC.org/Resources](https://fightcancer.org/resources)



THE COLE FAMILY LEGACY GIFT LEADS RESEARCH

The late Gordon Cole, a former board member and founder of Fight CRC, believed wholeheartedly in immunotherapy research. He foresaw that cutting-edge research would eventually lead to a cure for the disease that took his own life in 2015. After his passing, his family kept his passion and vision alive through a generous research grant to Fight CRC.

The research grant funded the work of a global group of CRC immunotherapy experts (see page 3!) who have since collaborated on a paper outlining a blueprint for advancing colorectal cancer immunotherapies and are now working together as part of the CRC IO Work Group. When the paper is published, it will dictate which future research projects should be prioritized. It will also show new insights for patients determining treatment plans and clinical trials. In Gordon's memory, alongside the Cole family, we fight.



BONUS!

CRC PHILANTHROPISTS FUNDRAISING FOR THE CAUSE

From shaved heads to BBQ cook-offs, horseshoe tournaments and cornhole challenges, our fundraisers know how important donations are to the cause. They raise money so the fight continues. Meet them and learn how to start your own fundraiser: [FightCRC.org/Fundraise](https://fightcancer.org/fundraise)

WHO DID WE MISS?!

Are you a fierce fighter or loved one facing CRC? Tell us your story and be featured on our blog! [FightCRC.org/ShareYourStory](https://fightcancer.org/shareyourstory)



TELL US WHAT YOU THINK!

Your feedback will help us ensure future issues of Beyond Blue, and other patient resources, are useful and helpful to the colorectal cancer community.

Please take our survey by visiting: [FightCRC.org/BBsurvey](https://fightcancer.org/bbsurvey)

In appreciation, we will send you a FREE
"I Heart Booty" bracelet!



STAFF PICKS

Don't miss our awesome new must-haves!
15% off with coupon code: "beyondblue"

CLOTHING



\$18



\$18



\$15

GEAR & SWAG



\$15



\$10



\$1.75 each • \$15 for 10 • \$50 for 50

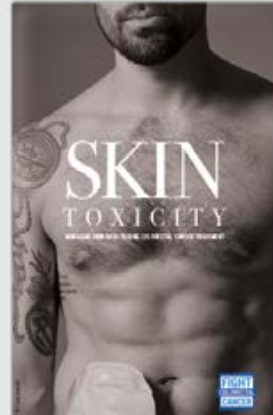
PUBLICATIONS & BROCHURES



FREE to distributors.
\$10 for bulk of 10.



Request single items or purchase
an awareness kit for \$50!



We offer FREE patient resources.
Inquire at FightCRC.org/Resources

▶ See ALL of our gear at Store.FightCRC.org

3 MARCHING ORDERS



It's never too early to prepare for Colorectal Cancer Awareness Month. As you make plans for next year, here are ways to engage in the fight.

By The Fight CRC Staff

On our calendar, March is a holiday month covered in BLUE. It's when everything we work on year-round comes together. Governors and members of Congress issue proclamations and resolutions recognizing March as CRC awareness month. Our website sees the most traffic. Times Square even buzzes with a rotating PSA (thanks to our board member David Wicks, VP of NASDAQ).

We're anticipating an incredible 2017 and making plans to ensure it's one we'll never forget. We won't succeed without the help of everyone. How can you get involved? Here's 3 ways:

1 Come to the Hill in March.

Join us for our 11th Call-on Congress where we'll ask policymakers to support research like never before. We're taking the lead on new research initiatives that need powerful advocate stories to propel them onto the radar. We must keep our presence on the Hill strong. Save the date for March 13-15, 2017. Some scholarships are available for first-time attendees. Get details at:

CallonCongress.org

2 Share your story online.

Sharing your personal story and connection to colorectal cancer is one of the top ways to influence someone else to get screened. Join One Million Strong this year by sharing your story. Then, flex a #StrongArmSelfie and post it on Facebook, Twitter and Instagram. We'll use your stories on Capitol Hill and your photos throughout the month. Plus, you'll be the first to know when our petition for March 2017 goes live. It's never too early to get ready. Get started at:

FightCRC.org/ShareYourStory

3 Engage your state and city.

Get your governor to recognize March 2017 as Colorectal Cancer Awareness Month. Host a health fair, fundraiser or event in your city. Take advocacy action with one click from your phone! There's many ways to advocate from home. Get links, ideas and more: FightCRC.org/Advocacy



BONUS! Any store or business can put a donation box on their counter. It's a simple and easy way to fund the fight! Request a donation box today!

Stage IV survivor, Chris Ganser, one of the advocates who hiked Long's Peak in Colorado with Fight CRC.

LIVING LEGACY



Fight Colorectal Cancer received donations in honor or memory of the individuals listed below from January 1 through June 30, 2016. Their living legacy, through these generous donations, keeps the fight alive — for all of us. Thank you.

IN HONOR OF:

- Wanda Addy
- Steve Anthony
- Jim Beuley
- Mike Bridges
- Eve Bukowski
- Danielle Burgess
- Bob Ceragno
- Cheryl Clamer
- Elizabeth Dennis
- Morris Devore Jr.
- Cindy & Molly Dunham
- Adrienne Eckerling
- Ariel Eselevsky
- Aunt Estelle
- Shawn Faller
- Adam Fink
- Matt and Andrea Giudice
- Lisa Goldstein
- Dylan Gonda (in honor of his Dad)
- Gillian Gonda
- Keisha Graham
- Rose Hausmann
- Blythe Henderson
- Cecily Huff Smith
- Dan Israel
- Scott Johnson
- Gregory Kearney
- Mark Krafick
- Andrea Kramer
- Harold Kramer
- Robert Kramer
- Deb Lehn
- Susan Levin
- Javier Lluís Kacyn
- Jason Lundblad
- Patricia Lyjak
- Colleen Mackowick
- Nic Madelen
- Dawn Meister Kornfeld
- "Chip" Lewis Moore
- Becky Pena
- Emma & David Pick
- Gloria Pruzan
- Claudia Ramirez
- Karen Rheinheimer
- Susan Ritter Forsyth
- Michael Robertson
- Dana Rye
- Alfonso Santos Zango
- Robyn Schmid
- Dianne Schoch
- Pamela Seijo
- Dennis Sievert
- Andrea Thomas
- Becky Worden
- Tim Wright
- Family and friends we have lost and those currently fighting this disease.



SPARKS OF STRENGTH:

Sparks of Strength is a community event that remembers those we've lost and honors fighters surviving colorectal cancer through a luminary ceremony. The event can be tailored to your community's interests and needs. To learn more, organize an event and see pictures from past events, go to: FightCRC.org/SparksOfStrength

IN MEMORY OF:

- Laura Acquisto
- Robert Aguirre
- Becca Babcock
- Steven Baker
- Amalia Banuelos
- Melissa Bates
- Jack Billingsley
- Troy Brandon
- Jerry Bundy
- Heidi Cardiff
- Robert Chalmers
- Vincent Chirelli
- Tom Christensen
- Giuseppe Cilia
- Gordon Cole
- Sandy Connolly
- Hope Cookis-McCarthy
- Sheila Costello
- Randall Cox
- Perry Day Quick
- Carmelo Delgado
- Bette Delgado
- Bernard Denno
- Rhonda Dixon
- Nancy Eastman
- Nolan Ellis
- Alice Fay Farmer Barnette
- Alice Farrand
- Lynn Finer Karlson
- Patricia Fleishman-Gooder
- Lillivon Fox
- Joan Frank
- Judy Franz
- Tina Pasqua Graber
- Nelson Gibson
- William (Bill) Gilgour
- Philip Grow
- Donnie Guill
- Austin Halligan Drew
- Neal Hechtkopf
- Chris Heffelbower
- Roberson Hightower
- Matthew Hill
- Gary Holfman
- Harry Hollenback
- Mary Holtby
- Ty Huynh
- James Giesler
- Shirley Jensen
- Angela Jennings
- Ken Jerome
- Shahjahan Kamdar
- Robert Kesler
- James Kettl
- James J. King, Sr.
- Tebara Kisling
- Frank Kratz
- Sandra Kugelmass
- Young Kun Kim
- Nathan Lake
- Patrick Lawrence
- Stephen Lindenbaum
- Barbara Livingston
- Heather Maes
- Kristine Marconi
- Jose Martinez
- Thelma McCaughey
- Lisa McGaha
- Tom McNally
- Becki McQuitty
- Peter Mercieri
- James Micale
- Simeon L. Miller Jr.
- Lindsey Motley
- Kate Murphy
- Kay Nachtraub
- Fred Norman Long
- Linda Norris
- Daniel Oldham
- Karen Parkison
- Asa Paulovich
- Ivan Perrimon
- Patzy Petzold
- Belle Piazza
- Kathy Pinkerton
- David Polino
- Barb Pruden
- Kathryn Randall
- Steven Ring
- Sarah Sadowski
- Christy Schmieler
- Stuart Schwartz
- Marc Sherrin
- Andrew Shoup
- Robert C Stutesman
- Robert Webster
- Shelly Weiler
- Doug Wilson
- Marie Wolf
- Michael Wooldridge
- Patrick Yaklin
- Roger Yarbrow
- Kathleen Zellman

**GET YOUR LOVED ONE FEATURED
IN THE NEXT BEYOND BLUE!**



Visit Give.FightCRC.org
or call **(703) 548-1225**
to make a donation.



**FIGHT
COLORECTAL
CANCER**

get behind a cure.

WE FIGHT TOGETHER!

Monica Hill, No-Shave November
Luke Perry, actor and Fight CRC advocate
Renee Nicholas, Stand Up to Cancer

BEYOND BLUE

This issue of Beyond Blue is reaching thousands of patients, caregivers and loved ones facing colorectal cancer thanks to the generous support of these sponsors:

Genentech
A Member of the Roche Group

Lilly

Shire

 TAIHO ONCOLOGY

To learn how to sponsor and support Beyond Blue, go to FightCRC.org/FundtheFight



DO YOU LOVE BEYOND BLUE?

Become a distributor and share it with your local cancer center & others in the fight.
Sign up at FightCRC.org/SignUp