



Crit Luallen,
Kentucky Lieutenant Governor,
2015 Chair for Kentucky, Dress in Blue Day

*“Screening for colon cancer has really saved my life, not once, but twice. There simply is no value that you can put on this process of being able to detect colorectal cancer. It’s priceless. I encourage you to wear blue on **Dress in Blue Day** and tell your friends and family why!”*

Please join me for Dress in Blue Day on Friday, March 6 to kick-off National Colorectal Cancer Awareness Month! Kentucky has one of the highest mortality rates of colon cancer in the country. The good news...the disease can be prevented and successfully treated if detected early.

It is my pleasure to be working with the Kentucky Cancer Program along with our Blue Star Champions including health care providers, hospitals, businesses, schools, civic groups, government agencies, and many others to change the statistics in our state. We are asking for your help to spread the word about colon cancer and to encourage your friends and family age 50 and over to be screened.

Dress in Blue on March 6 and join Blue Star Champions across Kentucky for this important national and statewide effort to raise awareness and save lives!



Become a Blue Star Champion on Dress in Blue Day

Celebrate Dress in Blue Day to raise colon cancer awareness:

- Light a local landmark blue
- Display a blue ribbon on your door
- Decorate your store window in blue
- Eat blueberries
- Dress your school mascot in blue
- Form a human blue ribbon
- Sing the blues-karaoke style
- Recognize a colon cancer survivor
- Feature an article in your newsletter
- Wear blue
- Have a dress down in blue day

Dress in Blue Day Toolkit

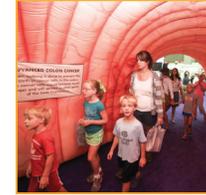
Visit KCP’s website to download resource materials from the Colon Cancer Resource Toolkit. You will find educational brochures, articles, promotional flyers, press releases, and much more to help plan events. The information can be used to reach out to individuals in your business, school, church, club, office, and other places to spread the word about colon cancer screening.

www.kycancerprogram.org
www.tinyurl.com/colonresourcekit

Dress in Blue Day Facebook Contest

Be creative with Dress in Blue Day activities. Take photos and enter KCP’s Dress in Blue Day Facebook Contest! For more information, visit:

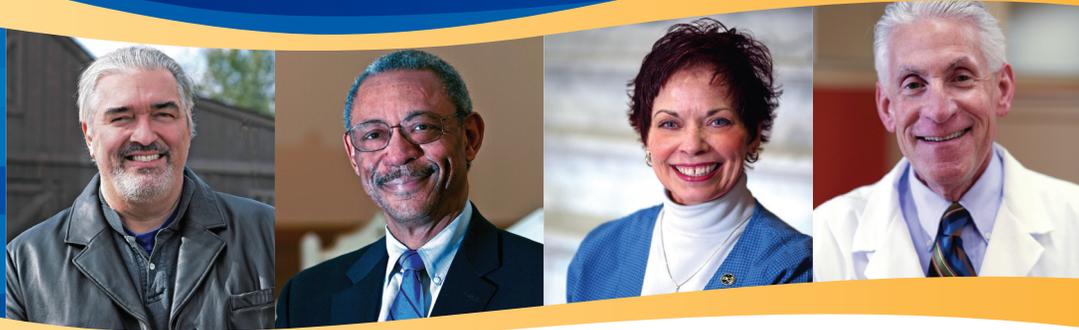
www.kycancerprogram.org
www.tinyurl.com/kcpwest



2015 Incredible Colon Tour of Kentucky

KCP is sponsoring the 2015 Incredible Colon Tour of Kentucky. Special events and activities are planned for each location. For more information, contact the regional office.

February 11	Murray
March 3	Bowling Green
March 4	Bowling Green
March 6.....	Louisville
March 6.....	Paducah
March 14.....	Calhoun
March 25.....	Paducah
March 28.....	Leitchfield
March 31.....	Madisonville
April 29.....	Paducah



Kentucky Cancer Program
501 E. Broadway, Suite 160
Louisville, KY 40202

Regular colon cancer checks may save your life!

Talk to your doctor about getting checked for colon cancer!

 **Dress In
Blue Day™**

FOR A FUTURE FREE
OF COLON CANCER

Friday, March 6, 2015

*March is National Colorectal
Cancer Awareness Month*



District Cancer Councils
kycancerprogram.org
1-877-326-1134



**Madeline
Abramson,**
Founding Chair
for Kentucky,
Dress in Blue Day