



NEWS RELEASE

For Immediate Release

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SUPER COLON DEBUT AT THE WEST YMCA

Educational Opportunity to Learn Why It's Important to Have a Healthy Colon

Boise, ID (October 8, 2007) – The SUPER COLON – an inflatable, 20-foot long, 8-foot high replica of a human colon, is an interactive educational tool that is teaching people across America that colorectal cancer is preventable, treatable, and beatable – is making its debut in Idaho on Saturday, October 13 from 1-4 pm at the West Family YMCA & Boise City Aquatic Center.

St. Luke's Mountain States Tumor Institute (MSTI) and the West Family YMCA are hosting FUN for Life. As kids and parents walk through the Super Colon, they get an up close look at: healthy colon tissue, tissue with non-malignant colorectal disease like Crohns and colitis, colorectal polyps, and various stages of colorectal cancer.

Colorectal cancer is the second leading cause of cancer death in men and third leading cause of cancer death in women. In the United States alone, an estimated 112,340 cases of colon and 41,420 cases of rectal cancer are expected to occur in 2007; and 600 of these will be diagnosed in Idaho.

Visitors will learn about the importance of colorectal cancer screening, prevention tips, and their risk for developing colorectal cancer, symptoms, and treatment options. In addition to fun prizes, pedometers and free colon cancer screening kits will be available for adults – these kits are provided with the funds raised from the annual Brian Olson Memorial Golf Tournament, which assists in the distribution of free colon cancer screening kits at educational events hosted by St. Luke's MSTI.

A family pass to the West YMCA is \$9 (one adult and up to two children) or \$17 (family cap of five). An adult pass is \$7.75 and a youth pass is \$3.50.

FUN for Life at the West YMCA & Boise City Aquatic Center

Saturday, October 13

West YMCA

5959 N. Discovery Way

1 – 4 pm

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