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MEDIA ALERT

March is Colon Cancer Awareness Month in Rhode Island:

BROWN MEDICINE ENDOSCOPY CENTER, EAST PROVIDENCE CITY HALL "GO BLUE" FOR COLON CANCER AWARENESS

- WHO:** **Brown Medicine Endoscopy Center**, an outpatient medical suite dedicated to the prevention and treatment of digestive issues including colon cancer; and the **City of East Providence**.
- WHAT:** Outdoor **press conference** to commemorate March as Colon Cancer Awareness Month. Attendees will light their cell phones/flashlights to help City Hall "go blue" in honor of colorectal cancer survivors
- WHERE:** **City Hall, 145 Taunton Avenue, East Providence, RI**
Event will be held outdoors.
- WHEN:** **Thursday, March 11, 2021 from 5:30 p.m. to 6:15 p.m.**
- OTHER:** **Brown Medicine Endoscopy Center Medical Director Harlan Rich, M.D.** and East Providence **Mayor Roberto DaSilva** will make brief remarks. City Councilors, Center physicians and staff will be in attendance along with members of the East Providence Area Chamber of Commerce and The Rotary Club of East Providence/Seekonk. **The general public is invited to attend, as are colon cancer survivors and their families, and they are all encouraged to wear blue and bring a flashlight/cell phone with flashlight functionality.** The Mayor will present Dr. Rich with an official proclamation from the City.

Colon cancer is preventable, treatable and beatable, with proper screening to remove polyps (clumps of cells) that can become cancerous. Risk groups include people age 50 and older (45 with family history), African Americans, and those who smoke or have heavy alcohol use. There can be no symptoms, so it's not advisable to wait until symptoms such as changes in stool, abdominal pain or bleeding present themselves before seeing a gastroenterologist. Prevention in addition to screening can include a high-fiber diet, weight control and increased physical activity.

Brown Medicine Endoscopy Center physicians will be available for interview.

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RSVP with coverage plans to Betty@NewberryPR.com or at the phone numbers above.