

February 26, 2014

## **Build-A-Butt: Build-A-What?!**

*Waterloo-Wellington residents are encouraged to a 'build a butt' to build colorectal cancer awareness and screening.*

**Kitchener, ON-** To promote International Colorectal Awareness month, the Waterloo-Wellington Regional Cancer Program (WWRCP) is promoting a public awareness campaign '*Build-A-Butt: Build-A-What?!*'

During March- Colorectal Cancer Awareness Month- the residents of Waterloo-Wellington region are being encouraged to apply their creativity and imagination to build a bottom out of any material (snow, clay, cake etc.). In addition, participants are asked to include a compelling story linking back to colorectal cancer or the ColonCancerCheck screening program. Photos and stories must be submitted by March 19, 2014 to either [www.grhosp.on.ca/Buildabutt](http://www.grhosp.on.ca/Buildabutt) page, **or** to the Waterloo Wellington 'Build a Butt' Facebook page.

Entries will be reviewed by Waterloo Wellington Regional Cancer Program's Integrated Cancer Screening (ICS) team and narrowed down to the top 10 contenders based on the following criteria: originality and creativity, compelling story, reference to colorectal cancer or the ColonCancerCheck screening program and creative use of materials.

The ICS team will repost the top 10 pictures onto the Build a Butt Facebook page and electronic voting will be open from March 21 to March 25, 2014. During voting, photos with the highest number of "likes" on Facebook will determine 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> prize winners. Three prizes of grocery store gift cards will be awarded to store of choice – **1st place \$500.00; 2nd place \$300.00; 3rd place \$200.00.**

"Colorectal cancer is the third most commonly diagnosed cancer in Ontario. It is also the second leading cause of cancer deaths, however it is 90% curable when found in early stages." says Barbara-Anne Maier, manager of the integrated cancer screening program at the Waterloo Wellington Regional Cancer Program.

"People aged 50 to 74 years with no family history of colorectal cancer are considered to be at *average risk* for developing the disease and should be screened every two years with a fecal occult blood test (FOBT)." says Dr. Rachael Halligan, Regional Primary Care Cancer Lead for the Waterloo Wellington Regional Cancer Program.

People who have a first-degree relative (i.e., parent, sibling or child) with a history of colorectal cancer are at *increased risk*. For these people, colonoscopies are recommended beginning at age 50, or 10 years earlier than the age at which their relative was diagnosed, whichever occurs first.

Colorectal cancer is preventable, treatable and beatable when found early. Cancer screening saves lives! With increased awareness we hope to increase colorectal cancer screening.

To find out when you should start screening for cancer, or to encourage friends and family to get themselves checked, visit the Time to Screen Tool at: [www.ontario.ca/screenforlife](http://www.ontario.ca/screenforlife).

**For more information on how to get screened for colorectal, breast and cervical cancers talk to your healthcare provider or call Cancer Care Ontario at 1-866-662-9233.**

**For more information, please contact:**

Anna Hewat, Communications Officer  
(519) 749-4300, ext. 2986  
[anna.hewat@grhosp.on.ca](mailto:anna.hewat@grhosp.on.ca)