

Engagement Notice
November 19, 2009
CCSIF/ CCC

The Colorectal Cancer Screening Initiative Foundation and Colon Cancer Canada are delighted to announce their engagement!

For the last nine years, we at CCSIF have worked our butts off to advocate the importance of being screened for colorectal cancer. Our cheeky ads and brochures of blushing bottoms have admonished Canadians, *“Don’t die of embarrassment! There’s more than one thing that’s silent but deadly! Get screened for CRC!”* Thousands of Canadians have responded, asking their doctors for colonoscopies and other screening tests designed to diagnose or prevent CRC.

And for the last thirteen years, Colon Cancer Canada has raised millions of dollars for research into colorectal cancer and its treatment, and offered support to thousands of patients and their families. Their latest campaign, *“We’re behind your behind”* echoed the cheeky messages of CCSIF, and they fell head over heels for each other.

CCSIF (the blushing bride) will take CCC’s name at the altar. Together we will be known as Colon Cancer Canada.

As part of the CCC family and a long term supporter of our cause, we wanted you to be the first to know about the CCSIF/ CCC engagement. Wedding details to follow.

Christie Black
Chair, CCSIF

Bunnie Schwartz
President & Co-Founder, CCC

Amy Lerman-Elmaleh
Co-Founder, CCC