

FOR IMMEDIATE RELEASE

**Celebrities “Get Behind Your Behind”
In support of
Colon Cancer Canada**

Monday, March 2nd, 2009

Toronto, Ontario...Colon Cancer Canada today kicked off Colon Cancer Awareness Month with the assistance of 6 high profile Canadians; Actress, Emmanuelle Chriqui, Actor, Neil Crone, Canadian Music Icon, Anne Murray, former Toronto Maple Leaf Darryl Sittler, Olympic Medalist Adam van Koeverden, and Senator Pamela Wallin. All have taken part in officially launching Colon Cancer Awareness Month and Colon Cancer Canada's newest PSA Campaign.

“It is just thrilling to have these celebrities support our cause. They all have a personal story that brought them to Colon Cancer Canada - we just couldn't be more proud of them,” explained Bunnie Schwartz, founder of Colon Cancer Canada. Both Neil Crone and Pamela Wallin are colon cancer survivors. Adam van Koeverden supported his father with his winning battle against colon cancer and Emmanuelle Chriqui, Anne Murray and Darryl Sittler all lost loved ones to the disease.

The PSA campaign will roll-out nationwide immediately on TV, Radio and Print. The campaign, voiced by Crone, and featuring Chriqui, Murray, Sittler, his daughter Ashley Sittler, van Koeverden, and Wallin, encourages Canadians to talk to their doctors and “Get the Test” - referring to the importance of early screening for colon cancer and that not knowing isn't the answer. Created for Colon Cancer Canada by Padulo Integrated Inc., Padulo, along with all the celebrities, donated their time and expertise to the campaign. “A very dear friend is dealing with this dreaded disease right now so when Bunnie and her team approached us to support them there was no hesitation on our part to get involved because this truly is one disease that communications can cure”, stated Rick Padulo, President of Padulo Integrated Inc.

This event was hosted at Extreme Fitness who has joined Colon Cancer Canada as a corporate partner in the fight against this disease.

BACKGROUND

Colon cancer is the #2 killer of all cancers in Canada. This year alone, over 21,500 Canadians will be diagnosed with colon cancer. Although this is a startling statistic, even more startling is the fact that almost 50% of those diagnosed will die even though colon cancer is one of the most preventable forms of cancer. If caught early, over 90% of these cases could and should result in a full recovery.

Colon Cancer Canada began in 1996 with a mission to raise public awareness of this deadly disease. To date, with the help of funders and thousands of committed volunteers across the country, Colon Cancer Canada has raised more than \$3.5 million. Colon Cancer Canada is dedicated to reducing the incidence of colorectal cancer by supporting research initiatives, increasing public awareness and promoting the importance of early screening.

For more information about colon cancer and how you can help visit
www.coloncancercanada.ca.

For information on the official launch of Colon Cancer Awareness Month, Colon Cancer Canada's newest PSA campaign or celebrity interviews, please contact:

**Lynda Keith,
The DC Group
905-642-3865
lyndakeith123@rogers.com**

OR

**Monika Weber
The DC Group
416-278-3086
monika.dcgroupp@cogeco.ca**

- 30 -