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## **Preventing Colorectal Cancer Accepting Nominations for Champions of Colon Cancer Prevention**

Annapolis, MD / PRWeb / December 22, 2011 – The non-profit organization Preventing Colorectal Cancer (PCC) is seeking nominations for the second annual *Champion Awards Program* to recognize individuals, groups and companies that provide either exceptionally high standards of care or who most effectively advocate for the prevention and early detection of colorectal cancer.

Founded in 2008, PCC's mission is to educate the public and key stakeholders about the opportunities to reduce the incidence of colorectal cancer through maintaining screening and care options for patients and their clinicians.

"Our goal is to spotlight those who share this organization's deep commitment to high-quality screening and effective advocacy for increased screening rates and display exemplary support of the fight against colorectal cancer," says Dr. Steven J. Morris, MD, FACP, PCC board chair and president, Atlanta Gastroenterology Associates. "This is one of the deadliest forms of cancer and is considered the second leading cause of cancer deaths, which is disturbing because colorectal cancer is also one of the most easily prevented forms of cancer."

Echoing Dr. Morris' thoughts, PCC executive director Randall Madry says, "We at PCC recognize that many people and organizations are making a real difference in the effort to increase the number of people who are screened for colorectal cancer, and we feel they should be recognized for their efforts and contributions to this critical part of the battle against colorectal cancer."

Nancy Roach, founder of Fight Colorectal Cancer, was the inaugural recipient of the award earlier this year. PCC has worked on joint projects with Fight Colorectal Cancer, a leading colorectal cancer advocacy group in the Washington, D.C., area. The two organizations have worked together to push national colorectal cancer screening legislation through Congress.

The PCC *Champion Awards Program* aims to recognize:

- An individual or group practice that maintains a facility that offers the highest level of quality care and support.
- An individual or group who has acted as an effective advocate for the prevention and early detection of colorectal cancer.

- A stakeholder who has provided support to our mission statement and excelled in efforts to educate the public and key stakeholders about the opportunities to reduce the incidence of colorectal cancer through maintaining colorectal cancer screening and care options for patients and their clinicians.

Applications must be received in the PCC offices by **February 25, 2012**. All applications will be reviewed by an awards committee and their recommendations will be forwarded to the board of advisors. Winners will be notified by March 15th, 2012, to coincide with Colorectal Cancer Awareness Month.

Questions related to the program announcement, proposal format or required documentation should be submitted as early possible to [info@preventingcolorectalcancer.org](mailto:info@preventingcolorectalcancer.org).

Visit [www.PreventingColorectalCancer.org](http://www.PreventingColorectalCancer.org) for more information and a downloadable application.

**About Preventing Colorectal Cancer.** Headquartered in Annapolis, MD, Preventing Colorectal Cancer preserves the tradition of safe, comfortable and quality-based medicine. PCC is a nonprofit 501(c) 6 advocacy organization with its primary mission to educate both public and private stakeholders about the opportunities to reduce the incidence of colorectal cancer through promoting effective screening, prevention and care options for patients.