



NEWS RELEASE  
For Immediate Release

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## **Explore the Super Colon in Boise on March 21**

*--St.Luke's Brings Education Exhibit to Boise Towne Square Mall--*

**Boise** – Have you ever wondered what it's like to take a peak inside the human colon?

St. Luke's Mountain State's Tumor Institute is giving people the opportunity to do that by sponsoring a visit of the Prevent Cancer Foundation Super Colon at Boise Towne Square Mall, Saturday, March 21 from 10 a.m. to 9 p.m.

The Prevent Cancer Super Colon – an inflatable, interactive, 20-foot long, 8-foot high replica of the human colon – is the centerpiece of a display to raise awareness about the dangers of colon cancer.

Visitors walking through the colon will have the opportunity to learn about colorectal cancer prevention, risks, symptoms and treatment options.

The Super Colon also allows a close up view of what healthy tissue in a colon looks like and what tissue in various stages of cancer looks like. Free screening kits for colorectal cancer will also be distributed at the event.

March is Colorectal Cancer Awareness Month. Colorectal cancer is cancer of the colon and/or rectum. It is the second leading cause of cancer death in men and the third leading cause of death for women. In 2008 and estimated 148,810 cases were diagnosed and it's estimated that nearly 50,000 people will die of the illness.

"Colorectal cancer is one of the most common types of cancer, but it's also one of the most preventable cancers if people at risk undergo routine screenings," said Linda Penwarden, clinical specialist at St. Luke's MSTI.

Routine screening are recommended at age 50 for men or women of average risk. It's recommended that people with a family history of colorectal cancer have their first screening at age 40.

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“Colorectal cancer can develop from polyps on the walls of the colon, but if caught in time with a regular screening they can be safely removed before they become cancerous,” Penwarden said.

And if colorectal cancer is found and detected early there is a 90 percent survival rate.

The Prevent Cancer Super Colon is expected to visit nearly 100 cities this year as part of the Prevent Cancer Foundation’s National Colorectal Cancer Campaign.

The Boise visit is made possible from proceeds from the annual Brian Olson Memorial Golf Tournament. Now in its 9<sup>th</sup> year, the tournament held each June at Banbury Golf Club in Eagle has raised more than \$220,000 for St. Luke’s MSTI.

The tournament is named after Brian Olson, a beloved Hewlett-Packard employee and community leader, who died from colorectal cancer at 39. He left behind a wife and two young sons. Co-workers from HP started the tournament to raise money to help with the fight against colon cancer and to raise money for the education of Olson’s sons. The tournament is now one of St. Luke’s MSTI’s largest fundraisers.

***About St. Luke’s Mountain States Tumor Institute***

*Founded in 1969, St. Luke’s Mountain States Tumor Institute (MSTI) has treated nearly 60,000 patients and has become one of the Northwest’s most respected cancer care centers providing the region’s most advanced cancer care therapies with the added benefit of allowing most patients to remain close to home. To find out more about St. Luke’s MSTI visit [www.stlukesonline.org](http://www.stlukesonline.org).*

***About the Prevent Cancer Foundation***

*Founded in 1985, the Prevent Cancer Foundation (formerly the Cancer Research and Prevention Foundation) has provided more than \$106 million in support of cancer prevention research, education and outreach programs nationwide in the effort to develop a body of knowledge to develop prevention and early detection strategies. To find out more about the Foundation visit [www.preventcancer.org](http://www.preventcancer.org).*

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**Editor’s Note:** Media is welcome to come and photograph and film the exhibit. Representatives from St. Luke’s Mountain States Tumor Institute will also be available for interviews. Media wishing to attend are asked to contact Boise Towne Square mall at 639-5006 prior to visiting so Security can be informed.