



## *The American Society of Colon and Rectal Surgeons*

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Dear Colleagues:

ASCRS is pleased to be collaborating with the Colon Cancer Coalition and their signature Get Your Rear in Gear events in cities across the country. The Coalition has been organizing these run/walk events for 3 years with significant success and expansion. This year, the 6<sup>th</sup> Annual Twin Cities race expects over 5,000 participants! This race will be held along with the ASCRS annual meeting (more information to follow).

Building on the successful Twin Cities model, the Coalition brings together the medical community, the running community, the media and most importantly, survivors and their families and networks at these events. Events for 2010 include:

Lafayette, LA	February 27
Raleigh, NC	March 6
Dallas/Fort Worth, TX	March 14
Philadelphia, PA	March 21
Chicago, IL	April
Twin Cities, MN	May 16
New York, NY	June
Rochester, MN	June 26

It is important to note that ***seventy five percent of the net funds raised are invested in local projects*** to increase colon and rectal cancer awareness and screening to the under and non insured, and provide for those individuals and families that have been touched by this cancer. Furthermore, it is the ***local planning committee that decides how to invest those funds.***

We encourage you to get involved in a Get Your Rear in Gear 5K Walk/Run event in your area. This is a great opportunity to highlight your practice or facility and give back to your community. Here are some examples of how you can participate:

- You or someone from your practice can serve on the planning committee
- Sponsor the event and take advantage of numerous marketing opportunities
- Form a Team from your practice or facility, or run or walk yourself
- Volunteer - a great way for you and your staff to help
- Set up a Display Table - educate the public about what we do as CRS

Please go to [www.getyourrearingear.com](http://www.getyourrearingear.com) to find more information, or call **Kristin Tabor @ 612-998-4689**. Please contact the Colon Cancer Coalition with details on how to participate in this worthwhile event.

Sincerely,

A handwritten signature in black ink, appearing to read "Harry T. Papaconstantinou". The signature is written in a cursive style with a large, prominent initial "H".

Harry Papaconstantinou, MD  
Chair, ASCRS Public Relations Committee