

Dear Friends,

We invite you to join us in [LIGHT THE TOWN BLUE](#)--an important effort to increase colon cancer screening this March 1-14, 2010!

The Jay Monahan Center--named in honor of the late husband of CBS Evening News anchor and managing editor [Katie Couric](#) and established in large part through Katie's vision and support--is striving to put an end to colon cancer, a highly preventable and treatable disease. Together with others, we have achieved much in [fighting colon cancer](#), but more awareness and more screening are needed.

March is national colon cancer awareness month. As part of our March 2010 [LIGHT THE TOWN BLUE](#) campaign, the Monahan Center is [inviting NYC businesses, organizations, and individuals](#) to help us [LIGHT THE TOWN BLUE](#) to raise awareness and increase colon cancer screening.

It is important to note that, while the Monahan Center is sponsoring this campaign, the NYC Department of Health and Mental Hygiene and New York Citywide Colon Cancer Control Coalition (C5) are collaborating with us in this effort. In New York City, the contact for more information listed on the awareness banners is the New York City 311 number as well as the website www.LightTheTownBlue.org. This will be a very inclusive campaign, hopefully with lifesaving results.

[TO JOIN US IN THIS CAMPAIGN, there is NO funding required.](#)
[We ask each business or organization for just 2 things:](#)

1 --[LIGHT one storefront window BLUE](#) during the period of [March 1-14, 2010](#). The blue light should remain on in the evening as well, so that we can literally light the NYC evening sky blue. Any type of blue light may be used—blue light bulbs, blue spotlights, blue holiday lights, blue window gel lighting. Many types of blue lighting can be found in hardware stores or online.

2--[Display one small awareness poster](#) (provided [free of charge](#) by the Jay Monahan Center) in that storefront window. We can provide the poster for you in three different ways: hard copy 14x14, hard copy 24x24, or a high-res file that you may use to apply the graphic directly to your window.

[IF YOU DO NOT LIVE IN NEW YORK CITY](#)

You can still participate! Wherever you live, please light up your windows blue for colon cancer screening and awareness, and let us know about it!

[IN APPRECIATION FOR YOUR PARTICIPATION:](#)

With permission, each participating business/organization name will be mentioned in our press materials for this campaign. The business name and web link will be posted on our Monahan Center website (www.monahancenter.org) and Light The Town Blue website www.LightTheTownBlue.org. In addition, we will post any photos you have of your business/organization lit up BLUE, on these websites.

[TO JOIN THE CAMPAIGN, CONTACT INFO:](#)

You can join the campaign, obtain the free awareness poster, and get more information, by calling or emailing: Tamar Wallace at the Jay Monahan Center, [212-746-3847](tel:212-746-3847) or taw2006@med.cornell.edu.

We would greatly appreciate your participation and support in this important and potentially lifesaving campaign! Together, we can beat this disease.