

INTRODUCING:
the new 50

TIMES HAVE CHANGED.
SO HAS COLON CANCER SCREENING.



Jill Connick and Harry Connick, Jr.

Harry Connick, Jr. and wife Jill Connick team up to support a national colon cancer screening public awareness campaign

Did you know that colon* cancer is the most preventable but least prevented cancer?¹ In fact, when detected in its earliest stages, 90 percent of colon cancers are treatable.² However, more than 35 million eligible Americans are not current with recommended screening, and colon cancer remains the second leading cause of cancer death among men and women combined nationwide.^{3,4} Every year, more than 50,000 people die from this highly treatable disease.²

The opportunity to save a life from colon cancer starts with screening, which the American Cancer Society recommends beginning at age 50.⁵ In an effort to encourage their peers to take this potentially lifesaving step, Harry Connick, Jr. and his wife, Jill Connick, are using their own experience with cancer to launch *The New 50* campaign. A year-long initiative, this public awareness effort is designed to create more urgency around colon cancer screening at age 50 and older, and to educate on the availability of noninvasive, modern screening options that make screening easier today.

Jill's life-changing cancer experience

In 2012, Jill faced one of the hardest days of her life when she was diagnosed with breast cancer after a routine mammogram and sonogram. Breaking the news of her diagnosis was heartbreaking and terrifying—more so because Harry had lost his mother to ovarian cancer when he was only 13 years old. Fortunately, Jill's cancer was found early, and while treatment was grueling, it was successful. Five years later, Jill is cancer-free and she credits timely and routine screening with saving her life. As passionate believers in the importance of cancer screening, Jill and Harry have set their sights on making a difference in colon cancer where improvements in screening rates could translate into more cancers being detected early and better treatment outcomes.²

Harry and Jill on a colon cancer screening mission

The majority of all colon cancers, at least 90 percent, are found in people age 50 and older.⁶ Regular screening is the key to early detection because colon cancer often has *no obvious signs or symptoms in the early stages*.⁷ But not everyone who needs to be screened is doing so.⁸ Why? In many cases, the fear of screening may be stronger than the fear of not getting screened. But thanks to innovations in science and technology, people who are in the "new 50" generation today have screening options that weren't available to their parents' generation.

Harry and Jill are teaming up with molecular diagnostics company Exact Sciences on *The New 50* campaign, to underscore the importance of timely and routine screening, and educate about a noninvasive testing option included in the U.S. Preventive Services Task Force guidelines.⁹

Appearing at local events nationwide – in Denver, Phoenix, New Orleans, Detroit, Tampa and Austin – Harry and Jill will share their personal experience with cancer, challenge everyone age 50 and older to get screened and enjoy some fun and memorable moments with attendees along the way.

The Connicks invite eligible people age 50 and older to join them in the #ScreenWithMe Challenge by pledging to get screened themselves and encouraging three of their loved ones to do the same. For every pledge, \$1 will be donated to colon cancer research and advocacy through our campaign partners, including Fight Colorectal Cancer, Colorectal Cancer Alliance and the Vince Lombardi Cancer Foundation.

No one, no matter how healthy or active can afford to ignore colon cancer. Visit www.New50.com to learn more about colon cancer and screening options, and take the #ScreenWithMe Challenge!

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* When the term colon cancer is used in this document, it is intended to encompass colorectal cancer - which includes both colon and rectal cancer