

Dr. Oz Illustrates That Colon Cancer is an Equal Opportunity Disease

The nationally-syndicated television host Dr. Oz shows that the second deadliest form of cancer, colon cancer, can affect everyone – even you.

Tacoma, WA – Sept. 10, 2010 – Just like Dr. Mehmet Oz, the day-time doctor of good health, 1 in 19 of your male viewers and 1 in 20 of your female viewers are at risk of developing colon cancer.

Tuesday, Dr. Oz showed his 3.4 million viewers that even he can be susceptible to colon cancer. During a routine colonoscopy, shot as a segment for his nationally-syndicated television show, 50-year-old Dr. Oz learned that a precancerous polyp was found in his colon.

FACT: Colon Cancer can be prevented through timely screenings.

Fortunately, Dr. Oz was able to prevent colon cancer that the polyp could have caused by having it removed during his colonoscopy. Unfortunately, 22 million people who should be screened delay their colonoscopy. In 2010, the American Cancer Society expects 51,370 people to die from colon cancer.

Use Dr. Oz's experience as an opportunity to educate your audience about colon cancer. According to the American Cancer Society, the number of yearly colon cancer deaths could be reduced by 90% if people followed the basic American Cancer Society guidelines for screening.

Screening Guidelines:

- People over 50
- Those with a family history of polyps or colon or rectal cancer
- African-Americans and Hispanics over the age of 45

If you are interested in doing a colon cancer awareness story please feel free to contact me Rosie Koponen at 253-341-0787, and I can set up an interview with one of our physicians.

Please call to set up whatever interview time works best for you and I will do my best to accommodate.

Stand Up 2 Cancer is also airing tonight on all major networks. Now is the perfect time to share a colon cancer awareness story.

Thank you,
Rosie Koponen
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***Digestive Health Specialists**

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*** Inpatient and outpatient medical services** for the diagnosis and treatment of patients with illnesses and diseases of the digestive tract, including the esophagus, stomach, small and large intestine (colon), pancreas and liver, and the gallbladder and attached bile duct.