



PRESS RELEASE

Launching Citizen Polyp! 3 June 2010

Walk through the giant INFLATABLE COLON in the centre of Ealing, London!

Come along to Haven Green at Ealing Broadway on Thursday 3rd June 2010 and experience the 18m long, 2.4 metre high walk through inflatable replica of the human colon – **the INFLATABLE COLON**.

We invite members of the public to **'CATCH YOUR POLYP'** and explore the INFLATABLE COLON between 0930 and 1630 on Thursday 3rd June 2010.

The INFLATABLE COLON allows visitors to learn about the various stages of colorectal (bowel) cancer and other diseases of the large intestine. The Ealing community is invited to *'CATCH YOUR POLYP'* early and learn about the disease as colorectal (bowel) cancer is highly treatable if diagnosed early. Around 106 new cases of colorectal cancer are diagnosed each day in the UK. The disease is the third biggest cancer killer in the UK yet early diagnosis can save thousands of lives. An estimated 250,000 people are alive in the UK having received a diagnosis of bowel cancer. The incidence of colorectal (bowel) cancer is high and survival rates have doubled over the last 30 years.

Citizen Polyp will be on hand to meet the public throughout the day and also to greet the Mayor of Ealing, Councillor Rajinder Mann at 14.00. The Mayor comments:

"We are delighted to support europacolon with their 'CATCH YOUR POLYP' campaign and Ealing PCT in their awareness raising activities around colorectal (bowel) cancer in the Borough."

europacolon Founder/ Director Jola Gore-Booth states:

"We are launching Citizen Polyp and the 'CATCH YOUR POLYP' campaign in order to help raise awareness of the need for effective and more widespread screening to combat this terrible disease. A significant difference could be made in survival rates by raising the profile of the disease, dispelling the taboos surrounding it, encouraging early detection through screening, treating the disease at an early stage."

The interactive and visual nature of the INFLATABLE COLON provides the audience with answers to questions concerning the structure and function of the colon (large bowel) in a fun and informative way.

europacolon in partnership with Digestive Cancers Consultancy developed these unique educational tools to help promote awareness of colorectal cancer. Established in 2005 europacolon is the first European organisation dedicated to colorectal cancer and it aims to unite patients, carers, healthcare professionals, politicians, the media and the public in the fight against the disease. Over the past five years europacolon has established dedicated colorectal cancer organisations in 16 European countries and six more are hoping to join in 2010.

- Ends -

For photos, interview opportunities, or further information on the INFLATABLE COLON or europacolon, please contact: kate@europacolon.com or call Kate on T: 07952 612948.