

# Colon Cancer Screening Made Fashionable at Saks Fifth Avenue in Palm Beach

*Fashion designer and colon cancer survivor Carmen Marc Valvo to encourage screening and early detection*

- WHAT:** Saks Fifth Avenue is proud to host an elegant evening of couture fashion featuring the designs of Carmen Marc Valvo. As a colon cancer survivor, Carmen uses fashion as a platform to educate about the importance of colon cancer screening and options for early detection. He is working with Quidel Corporation and the national non-profit Susie's Cause to increase awareness of these screening options. The fashion event is being sponsored by Quidel Corporation, manufacturer of the QuickVue® iFOB (immunochemical Fecal Occult Blood) test, a Fecal Immunochemical Test or FIT.
- WHY:** Colonoscopies can be costly for the uninsured and the 2009 Colorectal Cancer Legislation Report Card indicates that many states still do not require insurance companies to cover preventative screenings. While there is not a replacement for a colonoscopy, consumers need to be aware of potential lower cost screening alternatives recommended by the American Cancer Society and other organizations. This includes a yearly FIT, an at-home screening test available through healthcare providers that detects blood in stool which can be an indicator of colorectal cancer.
- WHO:** Carmen Marc Valvo, renowned fashion designer and colon cancer survivor. Carmen's designs have been worn by some of the world's most recognized women, including Katie Couric, Kate Winslet, Vanessa Williams, and Catherine Zeta-Jones.
- WHERE:** Saks Fifth Avenue • Worth Avenue • Palm Beach, FL
- WHEN:** Thursday, January 21, 2010 • 6:30-8:30 p.m. • \$100 per person.  
For event information and to obtain tickets, contact Foundation Director, Kim Cohan, at kim@coloncancerfoundation.org or call 410.244.1778.

## **COLORECTAL CANCER FACTS:**

The American Cancer Society estimates that in 2009, almost 150,000 people will be diagnosed with colorectal cancer and almost 50,000 people will die of this disease. Cancer of the colon and rectum combined are the third most common type of cancer and second leading cause of cancer deaths in the United States. The majority of these cancers and deaths can be prevented through early screening and detection.

## **ABOUT SUSIE'S CAUSE:**

Susie's Cause is a non-profit foundation that educates the public about the benefits of colorectal cancer screening. Susie's Cause advocates screening if you are over 50 and are at average risk, or younger if you have a family history of colon cancer or experience any symptoms.



## **ABOUT QUIDEL CORPORATION:**

Quidel Corporation serves to enhance the health and well being of people around the globe through the discovery, development, manufacturing and marketing of rapid diagnostic solutions at the point of care in infectious diseases and reproductive and gastrointestinal health.

## **ABOUT SAKS FIFTH AVENUE:**

Saks Fifth Avenue, one of the world's pre-eminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and home furnishings, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 53 full-line stores in 25 states, 3 licensed stores in the Middle East and 1 licensed store in Mexico City, 48 Saks Fifth Avenue OFF 5TH stores and saks.com, the company's online store.

