



GET YOUR
REAR
IN GEAR

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Get Your Rear in Gear® for Colon Cancer Awareness Sun., Feb. 23

Planned in partnership with the Tucson Conquistadores, the nation's premier run/walk event for colorectal cancer awareness returns to Tucson as part of the Cologuard Classic.

TUCSON, ARIZ. (Feb. 4, 2020) --- On Sun., Feb. 23 nearly 1,000 runners, walkers, volunteers, colorectal cancer survivors, and caregivers will gather in the fight against the nation's No. 2 cancer killer: colon cancer. Part of the Cologuard Classic Golf Tournament and planned in partnership with the Tucson Conquistadores, **Get Your Rear in Gear® – Tucson** is a family-friendly 5K Run/Walk & Kids' Fun Run planned to raise awareness and encourage screening for this largely preventable cancer. The 5K starts and ends at Omni Tucson National Resort (2727 W. Club Drive). Registration includes post-race festivities at the 19th Hole Pavilion and a general admission ticket to the Cologuard Classic for the following Sunday's (March 1) final round.

This is the fifth year that the colorectal cancer community will gather at a Get Your Rear in Gear event in Tucson to celebrate colon and rectal cancer patients and survivors, support caregivers, and remember those who left us too soon. Visit the giant inflatable colon to see what your doctor sees during a colonoscopy – view a healthy colon wall, then see how a polyp progress from benign into stage IV colorectal cancer. Stroll the Blue Mile and see tributes to those lost and messages honoring survivors of colon and rectal cancer. The 5K course takes runners and walkers through the Omni Tucson National Resort golf course to preview the 2020 Cologuard Classic, a stop on the PGA TOUR Champions. Registration information is available at ColonCancerCoalition.org/Tucson.

Get Your Rear in Gear – Tucson is planned by local volunteers with support from the **Colon Cancer Coalition** a grassroots organization committed to screening and early detection for colorectal cancer. Get Your Rear in Gear – Tucson is one of nearly 40 events held annually across the country. All events educate the public and raise funds for colon cancer screening and prevention. Money raised in Tucson will help increase colon cancer screening and early detection of the disease through a grant to El Rio Health Foundation.

"I am thrilled to take on the role as volunteer event director for Get Your Rear in Gear – Tucson this year," says Nikki Moore, Tucson resident, colorectal cancer caregiver, and a local event director for Get Your Rear in Gear – Tucson. "I didn't see myself as an advocate until after I lost my husband at the age of 34 to stage IV colorectal cancer. Now as a busy single mom I want to do everything I can to make sure more families are not torn apart by this disease. I tell everyone I see about the importance of colorectal cancer screening, taking care of your health, and listening to your body. I believe that by talking openly about colon health and the importance of screening, we can increase screening for this preventable disease and save lives."

"Due in part to more and more Americans over 50 being screened for colorectal cancer there has been a decrease in the number of diagnosed colon and rectal cancers in older adults," says Holly Anderson, executive director for the Colon Cancer Coalition. "Unfortunately, there has also been an increase in the number of adults under 50 being diagnosed. Our hope is that through continued conversation we can continue to spread the message that all people are at risk for colon and rectal cancer and early detection is key to survival. By understanding the signs and symptoms and through conversations with your doctor, lives can be saved."

Get Your Rear in Gear – Tucson

Colon Cancer Awareness 5K

Sun., Feb. 23, 2020

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“The Conquistadores are excited to kick off Cologuard Classic week with the Get Your Rear in Gear 5K Run/Walk,” said Judy McDermott, executive director of the Tucson Conquistadores. “Partnering with the Colon Cancer Coalition for the 5K is a natural extension of the tournament as it provides yet another platform to raise awareness about colon cancer and the importance of screening.”

COLON CANCER FACTS

- 1 in 23 Americans will be diagnosed with colon or rectal (colorectal) cancer during their lifetime.
- 51% of adults 50-54 have not been screened.
- Colonoscopy screening can prevent colorectal cancer.
- Colorectal cancer is now the most common cause of cancer death in men younger than 50.
- 1 in 5 colorectal cancer patients are 20-54 years old.
- Adults born in the 1990s have 2x the risk of colon and 4x the risk of rectal cancer than those born in 1950.

Many thanks to TMC Healthcare, as Presenting Sponsor, and BlueCross BlueShield of Arizona, as official Race Sponsor, for their support of this event and colorectal cancer awareness and screening efforts in our community. Information about registration, volunteering, fundraising, sponsoring the event or forming a team can also be found at ColonCancerCoalition.org/Tucson.

More information about the **2020 Cologuard Classic PGA TOUR Champions** tournament can be found at CologuardClassic.com.

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About the Colon Cancer Coalition / Get Your Rear in Gear®

The Colon Cancer Coalition is based in Minnesota and dedicated to encouraging screening and raising awareness of colorectal cancer. The organization's signature Get Your Rear in Gear® and Tour de Tush® event series are volunteer-driven in communities throughout the United States. In 2019, the Colon Cancer Coalition granted over \$1 million dollars to local communities to build and sustain programs promoting early prevention, screening, as well as patient support efforts for those living with this disease. By making the words *colon*, *colorectal* and *colonoscopy* a part of the everyday language, we believe we can overcome the fear and decrease deaths from this largely preventable cancer. For more information visit ColonCancerCoalition.org.

About the Tucson Conquistadores

The Tucson Conquistadores are the tournament management team that oversees the operations and the sales arm of the PGA TOUR Champions' Cologuard Classic. Since their inception in 1962, the Conquistadores have contributed more than \$35 million to local and national charities. The Conquistadores comprise of up to 60 active business and professional members, and a total membership of 215 who represent a cross-section of the Tucson community. In addition to their involvement with professional golf, the group has established the Tucson Conquistadores Foundation. Key beneficiaries of the Conquistadores' fundraising efforts include southern Arizona youth athletic programs, The First Tee of Tucson and colon cancer advocacy organizations. Follow the Tucson Conquistadores online at www.tucsonconquistadores.com.