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**KATHY IRELAND EXPANDS HER WIDE POSITION IN NON-PROFIT  
ACTIVISM BY PARTNERING WITH ASGE TO RAISE AWARENESS  
ABOUT COLON CANCER SCREENING**

***New Ireland PSA Supports March's National Colorectal Cancer Awareness Month***

**DOWNERS GROVE, Ill., Feb. 27, 2014** – Kathy Ireland is partnering with the American Society for Gastrointestinal Endoscopy (ASGE), which represents the doctors who specialize in endoscopy and colon cancer screening, on a new Public Service Announcement (PSA) to encourage those 50 and over to undergo screening for colon cancer. Colon cancer kills approximately 50,000 people each year, but it doesn't have to. Many of those deaths could be prevented with earlier detection. Women are at equal risk as men for colon cancer. Colonoscopy screening for colon (or colorectal) cancer is particularly valuable because it allows the doctor to find polyps - growths in the colon or rectum that may become cancer - and remove them before the polyps have the opportunity to turn into cancer. The broadcast PSA, "Staying Healthy for Family," is a part of ASGE's public outreach initiatives for National Colorectal Cancer Awareness Month in March. The PSA can be found on [ASGE's YouTube channel](#).

"Everyone wants to stay healthy for their family and part of a healthy lifestyle if you are 50 or over includes getting screened for colon cancer," said Kathy Ireland, Chair, CEO and Chief Designer for kathy ireland Worldwide®. "As a wife, mother of three and business owner, I know how hectic life can get, but I took time out of my busy schedule to get screened for colon cancer. I'm delighted to be partnering with ASGE to encourage colon cancer screening. If like me, you are 50 or over, or you have a family history of colon cancer, please talk with your doctor about getting screened; it could save your life."

Kathy Ireland, who has been named by UCLA as one of the Top 10 Women's Health Advocates, is celebrated for her philanthropic activism and funding, working vigorously for the care and treatment of Downes disease, ADL, and in the war against HIV/AIDS. In addition to her service as Chair Person for the March of Dimes and work on numerous other health issues including her mother's annual 30 mile walk to fund breast cancer research. Kathy is, as well, a powerful activist for veterans, global poverty eradication, education and family issues, with a specific focus on women, children and families.

With Kathy's newest passion to partner actively in the declaration of war on colon cancer, she has found time in her busy schedule to volunteer and share a very personal message on being screened for colon cancer. In this unique and personal Public Service Announcement for the American Society for Gastrointestinal Endoscopy, Kathy talks about the importance of family and why getting screened for this largely preventable disease is essential for staying healthy, starting at age 50. Many people in the public avoid frank discussions about age and personal health. Kathy does not. In 1993, Kathy launched kathy

ireland Worldwide (kiWW), a lifestyle brand described by Forbes as "a 2 billion dollar design empire." kiWW is the 28th most powerful licensed brand on earth, according to Licensed Global magazine.

“We’re excited to be working with Kathy Ireland to spread the word that colon cancer screening saves lives,” said Kenneth K. Wang, MD, FASGE, president, American Society for Gastrointestinal Endoscopy. “A recent report from the Centers for Disease Control and Prevention (CDC) showed that colon cancer screening rates remain too low. Approximately one in three adults (ages 50 to 75 years) are not being tested for colon cancer, a largely preventable disease. Studies have confirmed that screening is a contributing factor to declining colon cancer death rates. ASGE recommends that, beginning at age 50, men and women at average risk for developing colon cancer should begin screening.”

Colon cancer is considered a silent killer because often there are no symptoms until it is too late to treat. Age is the single most important risk factor for the disease, so even people who lead a healthy lifestyle can still develop polyps and cancer. All men and women age 50 or over should talk to their doctor about the colon cancer screening method that is best for them.

The broadcast PSA directs viewers to ASGE’s colon cancer awareness website, [www.screen4coloncancer.org](http://www.screen4coloncancer.org). The site offers visitors a wealth of information including facts about colon cancer and screening options, what to expect during a colonoscopy, answers to frequently asked questions, links to patient support and advocacy groups, informational videos, and how to find a qualified gastrointestinal endoscopist. Colon cancer is preventable, treatable and beatable!

Education, the intent of the new colon cancer PSAs, is a repeated theme in Kathy Ireland’s philanthropies, as represented by her donation of \$10,000,000 worth of books to help the US Marine Corps’ Toys For Tots program provide young people with essential educational gifts as well as well as toys. That book gift ultimately “grew to nearly \$15,500,000” according to Toys For Tots vice president Major Bill Greis. “We treasure our association with Kathy Ireland in her wide and generous outreach to charitable good. She represents the spirit of giving which contributes so much to the greatness of this nation.”

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### **About the American Society for Gastrointestinal Endoscopy**

Since its founding in 1941, the American Society for Gastrointestinal Endoscopy (ASGE) has been dedicated to advancing patient care and digestive health by promoting excellence in gastrointestinal endoscopy. ASGE, with more than 12,000 members worldwide, promotes the highest standards for endoscopic training and practice, fosters endoscopic research, recognizes distinguished contributions to endoscopy, and is the foremost resource for endoscopic education. Visit [www.asge.org](http://www.asge.org) and [www.screen4coloncancer.org](http://www.screen4coloncancer.org) for more information and to find a qualified doctor in your area.

### **About Endoscopy**

Endoscopy is performed by specially-trained physicians called endoscopists using the most current technology to diagnose and treat diseases of the gastrointestinal tract. Using flexible, thin tubes called endoscopes, endoscopists are able to access the human digestive tract without incisions via natural orifices. Endoscopes are designed with high-intensity lighting and fitted with precision devices that allow viewing and treatment of the gastrointestinal system.