



NEWS RELEASE
For Immediate Release

Contact: Ken Dey
(208) 381-2894 (office)
(208) 631-5322 (cell)
Deyke@slrnc.org

Golf Tournament Raises \$20,000 to Help St. Luke's MSTI Prevent Colon Cancer

-- Now in its 9th year, the Brian Olson Memorial Golf Tournament has generated more than \$230,000 for Colon Cancer Prevention --

Boise – On Friday dozens of golfers came together for the 9th annual Brian Olson Memorial Golf Tournament.

Since its inception in 2001, the event has raised more than \$230,000 for St. Luke's Mountain State's Tumor Institute and nearly \$60,000 to cover the college expenses for Olson's two sons.

This year organizers presented St. Luke's Mountain States Tumor Institute with a check for \$20,000 to help in its efforts to prevent colon cancer.

Brian Olson died in 2001 at the age of 39 from colorectal cancer, leaving behind a wife and two young sons. Olson was a long-time employee at Hewlett-Packard and very active in the community.

After his death, many of his colleagues at HP and friends in the community banded together to start the tournament.

The tournament is now one of the largest third-party fundraising events for St. Luke's MSTI.

Proceeds from the tournament are used to help pay for the distribution of free colon cancer screening kits at educational event throughout Idaho. Since October 2008, St. Luke's has distributed 9,300 kits.

Screening kits, which detect blood in fecal matter, are only a starting point to determining if someone is at risk for colon cancer.

Accurately detecting colon cancer requires a screening colonoscopy, but many patients don't have the financial ability to pay for a screening, so money raised

from the tournament also helps cover the cost of screening for those who can't afford it.

Since October 2008, St. Luke's has provided 28 certificates to cover the cost of a colonoscopy.

Colorectal cancer is a disease in which cells in the colon or rectum become abnormal and divide without control, forming a mass called a tumor.

Colorectal cancer cells may also invade and destroy the tissue around them. In addition, they may break away from the tumor and spread to form new tumors in other parts of the body.

Colorectal cancer is the third most common type of non-skin cancer in men and women. It is also the second leading cause of cancer death in the United States after lung cancer.

The good news is the rate of new colorectal cancer cases and deaths is decreasing in this country in part because of a greater emphasis on screening. However, the most recent data from the Centers for Disease Control and Prevention for the year 2005 found that:

- 72,007 men and 69,398 women were diagnosed with colorectal cancer.
- 26,781 men and 26,224 women died from colorectal cancer.

To find out more about colorectal cancer visit www.cancer.gov.

-end-