

GET YOUR
REAR
IN GEAR

Colon Cancer Coalition



Sponsorship 2012



It's more than a race.

www.getyourrearingear.com

Get Educated. Get Screened.

Get Your Rear in Gear® races are produced by the Colon Cancer Coalition, a national grassroots organization dedicated to furthering the advancement of colon cancer awareness and screening. Get Your Rear in Gear events are planned and run entirely by volunteers who are passionate about putting an end to this preventable disease by increasing screening rates and encouraging people to take charge of their own health.

Founded in 2005, Get Your Rear in Gear® began as a tribute to Susie Lindquist Mjelde who passed away in 2002 at the age of 46. Her sister, Kristin Lindquist Tabor, an avid runner, recruited her running club to plan an awareness-building, fundraising race in her memory. That first race attracted over 1,200 people. In 2011, Get Your Rear in Gear events drew over 30,000 runners and walkers nationwide. Since 2005, the organization has raised over \$2,000,000 for colon cancer awareness and prevention programs. 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.

- ✓ **Studies show people change health decisions/behaviors when having fun verses using fear-based messaging.**
- ✓ **We're the leading colon cancer awareness organization, using a brand and messaging that is fun, humorous, optimistic, and "outside-the-box."**
- ✓ **We deliver 30,000 highly-motivated, active, evangelizers and influencers who spread word-of-mouth and amplify your message.**



Our efforts bring together colon cancer survivors, families, and caregivers, medical practitioners, the running community and local businesses to address the CDC's top two priorities for the disease: **awareness and screening.**

Demographics

Get Your Rear in Gear participants are motivated and key-influencers, spreading word-of-mouth exponentially

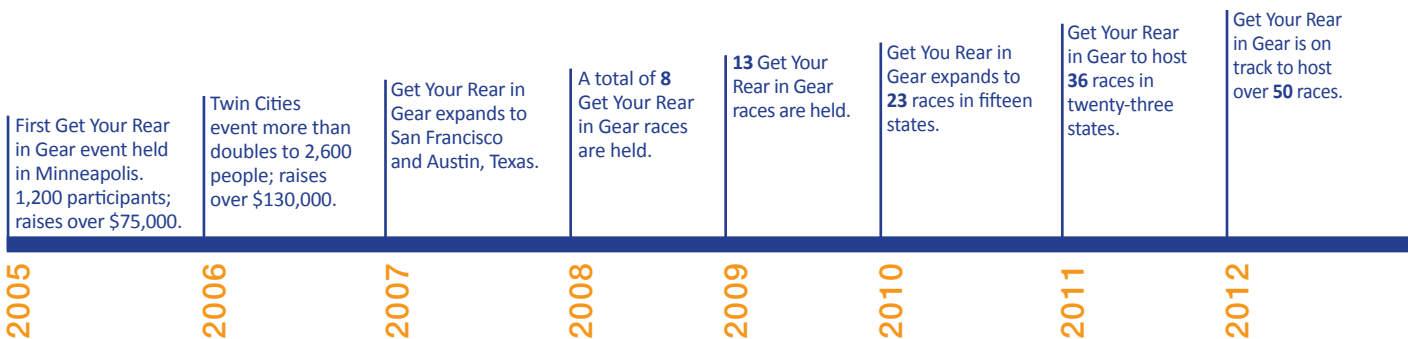
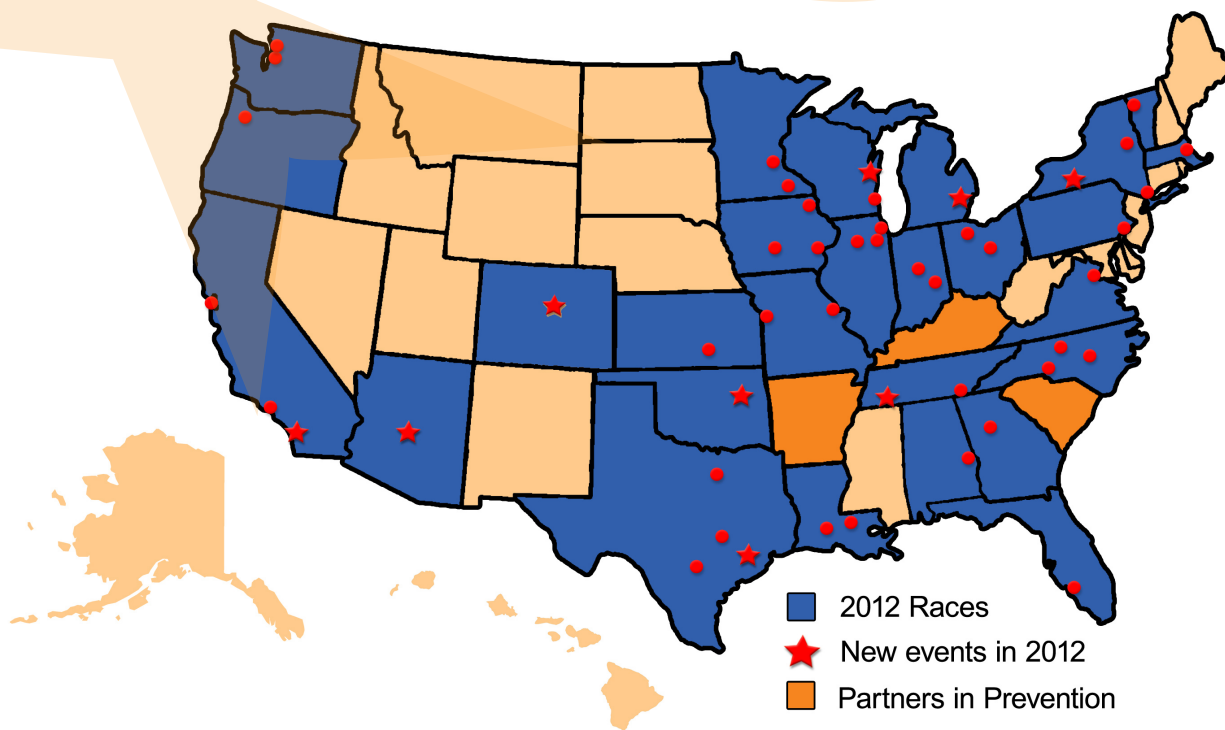
Demographics: 70% Women

Our runners and walkers influence both their children and aging parents: 25-54 67%

Largest Age Bracket: 23-34 27%

Second Largest Age Bracket: 35-44 22%

- Disposable incomes; purchasing decisions not set in stone and can be influenced
- Make purchasing decisions for the households
- Percent of families affluent or middle-income: 80%
- Percent touched by the disease (survivors, and family/friends): 70%
- Loyal, they return every year
- Average event registration fee: \$30
- Average additional donation: \$30



Funded Projects

75%

of the funds raised through Get Your Rear in Gear® events are invested back in to the community where the event was held.

- ❖ Fight Colorectal Cancer: Call on Congress Advocacy Training. (Alexandria, VA)
- ❖ Thomas Jefferson University and Hospital, Dept. of Colorectal Surgery. (Philadelphia, PA)
- ❖ Public Service Campaign, Colorectal Cancer Awareness Month. (Waukon, Iowa)
- ❖ The Rex Healthcare GYRIG Educational Lecture Series. (Raleigh, NC)
- ❖ The Center for Cancer and Blood Disorder. (Dallas/Fort Worth, TX)
- ❖ Strides for Life public education Program. (San Francisco, CA)
- ❖ SAGE Scopes Screening Program. (Twin Cities, MN)
- ❖ JAWS Youth Fund. (Philadelphia, PA)
- ❖ National Hispanic Awareness Campaign. (Twin Cities, MN)
- ❖ Indoor Ironman Challenge. (Northeast Iowa)
- ❖ Greater Burlington YMCA. (Colchester, VT)
- ❖ Get Your Rear in Gear Cancer Support Group. (Charlotte, NC)
- ❖ Cancer Patient Support Program. (Colchester, VT)
- ❖ American Cancer Society (partnership) Awareness and Education Campaign. (Raleigh, NC)
- ❖ Livestrong at the YMCA. (Austin, TX)
- ❖ Gundersen Lutheran Clinic Community Education. (Northeast Iowa)
- ❖ Colon Cancer Awareness Campaign, March 2011. (Southeast Indiana)

Partial list of funded projects.

