



SUNRISE | MOUNTAINVIEW | SOUTHERN HILLS | SUNRISE CHILDREN'S

FOR IMMEDIATE RELEASE

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Sunrise Health Offers \$5 Colorectal Cancer Kits for Colorectal Cancer Awareness Month

Las Vegas, NV – According to the American Cancer Society, an estimated 108,070 new cases of colon cancer and 40,740 new cases of rectal cancer were diagnosed in 2008 in the United States, resulting in nearly 50,000 deaths. The third most commonly diagnosed cancer and third cause of cancer related deaths in the U.S. is colorectal cancer.

Prevention and early detection through screening can drastically lower the incidence of colorectal cancer.

In recognition of Colorectal Cancer Awareness Month, the hospitals of Sunrise Health --Sunrise Hospital & Medical Center, MountainView Hospital and Southern Hills Hospital & Medical Center -- will be offering EZ Detect kits to the community for only \$5 through the end of March. EZ Detect recognizes the bowel problems synonymous with colorectal cancer and is the most modern, convenient and sanitary home test available.

Even though risk factors do not necessarily determine if one will or will not be at a risk for colon cancer, it is important to identify those at a potentially higher risk. Risk factors include but are not limited to those age 50 and up, personal or family history of colorectal cancer and ethnicity (African Americans are at a higher risk).

To order a kit, community members can call (702) 233-5300, 24 hours a day, seven days a week and ask for their EZ Detect kit. Kits arrive within two weeks after payment has been received.

About Sunrise Health:

Sunrise Health is the most technologically advanced hospital network in the central Southwest. Committed to providing the finest healthcare, Sunrise Health includes Sunrise Hospital & Medical Center, MountainView Hospital, Southern Hills Hospital & Medical Center and Sunrise Children's Hospital, as well as outpatient diagnostic, imaging and surgical centers. Specialty services include a suite of the latest diagnostic and surgical technologies, The Nevada Neurosciences Institute, a designated comprehensive cancer center, The Breast Center at Sunrise, the state's only children's hospital and the region's only certified stroke center.

For more information about Sunrise Health visit www.SunriseHealthInfo.com.

Need a physician or health information? Call Consult-A-Nurse at 702-233-5300.

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**Medical experts are available for interview upon request*