

FOR IMMEDIATE RELEASE

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March is National Colorectal Cancer Awareness Month

Experts on-hand to answer your questions about the third most common type of cancer

Noted as the second leading cause of cancer death in the United States after lung cancer and the third most common type of cancer, colorectal cancer will affect more than 148,000 Americans this year, and more than 55,000 will die from their disease. Still, colorectal cancer is one of the most preventable forms of cancer. And while the exact causes of the disease are not known, studies have shown that certain factors such as age, personal and family history and diet and exercise can all increase the chance of developing colorectal cancer.

At **The Cancer Institute of New Jersey**, the state's only National Cancer Institute-designated Comprehensive Cancer Center, scientists and physicians are participating in cutting-edge research to study the causes, treatment methods and prevention options currently available. In addition, as part of the multi-disciplinary approach to care, oncologists, nurses and dietitians are working together to improve the quality of care for those living with the disease.

CINJ Experts:

The following experts are available to comment on a variety of colorectal cancer-related topics from research to treatment, to education, advocacy and the importance of screening.

Steven Shiff, M.D., Unilever Chair for the Study of Diet & Nutrition, CINJ and Associate Professor, UMDNJ-Robert Wood Johnson Medical School

Dr. Shiff currently leads CINJ's initiative in the prevention of cancer and use of complementary and alternative medicine in preventive oncology. His research focuses on gastrointestinal (GI) cancer prevention.

Maureen Huhmann, MS, RD, Clinical Dietitian, The Cancer Institute of New Jersey and Instructor, Department of Primary Care, UMDNJ-School of Health Related Professions

As a registered dietitian, Maureen counsels patients on healthy eating during and after their treatment. As part of the prevention team, she is also involved in the development of chemoprevention trials at The Cancer Institute of New Jersey.

Please call Courtney DeNicola, at 732/235-9872 or e-mail, denicoca@umdnj.edu if you wish to speak to one of our experts.

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