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***Terrapins' Coach Gary Williams Teams Up To Fight Colon Cancer
New Public Service Campaign Targets Men to Get Important Screening Tests***

Bethesda, MD, March 7, 2011 – Coach Gary Williams of the University of Maryland Terrapins has teamed up to create a new public service campaign on colon cancer screening awareness with the American College of Gastroenterology and the University of Maryland School of Medicine for March.

March is typically known for basketball's March Madness, but it is also Colon Cancer Awareness Month. Coach Williams' new TV spots, "Man to Man" and "March Madness," let viewers know that colon cancer screening is nothing to fear by capitalizing on Maryland's iconic slogan for its call-to-action: "Fear the Turtle. Don't fear colon cancer screening."

Coach Williams – the University of Maryland Terrapins all-time winningest head basketball coach, a national championship winner, and the 5th-winningest active head coach in NCAA Division I Basketball – has the ability to inspire and lead a team to victory. Those qualities make him the perfect spokesperson to mobilize the public to get screened for colon cancer, particularly a critical target audience: Men over age 50 who may be hesitant about screening tests.

The new TV public service announcements feature a powerful call-to-action from Coach Gary Williams who tells viewers: "A lot of men put off colon cancer screening and think if they aren't having a problem, then, why bother? What's your best defense against colon cancer? Talk to your doctor about screening, then get tested."

"This is an essential message from a public health perspective. Don't wait for symptoms or problems to develop before you talk to your doctor. Colon cancer screening is about the power of prevention. Too often, this message doesn't make the needed impact on men," explained Dr. Delbert L. Chumley, President of the American College of Gastroenterology.

"No one should die of fear or embarrassment," said Dr. Chumley. "Men over 50 can be a hard group to reach with the importance of colon cancer screening tests because there can be fear and reluctance. "

The American College of Gastroenterology is on a mission to fight colon cancer, the second deadliest cancer in the United States, but one of the most preventable with screening. ACG is grateful to join forces with a champion like Coach Gary Williams, with The Terrapins, and with the University of Maryland School of Medicine during March to remind viewers about colorectal screening. "Madness is letting fear stand in the way of a screening test that could save your life," says Coach Williams.

[View the TV public service messages with Coach Gary Williams.](#)

Broadcast stations, contact Barb Goodwill Barbara@goodwillcommunications.com 703-426-0881

The ACG recommends men and women at average risk for colorectal cancer to begin screening at age 50. African-Americans should begin colorectal cancer screening at 45. The 2009 ACG evidence-based colorectal cancer screening guidelines divide the options into *cancer prevention tests* and *cancer detection tests*. Cancer prevention tests are preferred over detection tests. To review the ACG guidelines visit <http://www.acg.gi.org/patients/patientinfo/coloncancer.asp>

About the American College of Gastroenterology

Founded in 1932, the American College of Gastroenterology is an organization with an international membership of more than 12,000 individuals from 80 countries. The College is committed to serving the clinically oriented digestive disease specialist through its emphasis on scholarly practice, teaching and research. The mission of the College is to serve the evolving needs of physicians in the delivery of high quality, scientifically sound, humanistic, ethical, and cost-effective health care to gastroenterology patients. www.acg.gi.org Follow [ACG on Twitter](#) .

About The University of Maryland Terrapins

The University of Maryland is among the most comprehensive and successful athletic programs in the United States with 27 sports and an annual expense budget of approximately \$55 million. The University is a member of the prestigious Association of American Universities and is located on a beautiful campus located eight miles north of the nation's capital. The athletic program has won 18 national championships over the last 16 years and is a charter member of the Atlantic Coast Conference. www.umterps.com

About the University of Maryland School of Medicine

Established in 1807, The School of Medicine is the first public and the fifth oldest medical school in the United States, and the first to institute a residency training program. The School of Medicine was the founding school of the University of Maryland and today is an integral part of the 11-campus University System of Maryland. On the University of Maryland's Baltimore campus, the School of Medicine serves as the anchor for a large academic health center which aims to provide the best medical education, conduct the most innovative biomedical research and provide the best patient care and community service to Maryland and beyond. While its tradition of excellence remains constant, the School of Medicine and its reputation for academic achievement continue to grow.

<http://medschool.umaryland.edu/>

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