



*Inform. Prevent. Support.*

**For Immediate Release**

**Date: February 26, 2009**

## **MUSICIANS PARTNER WITH THE COLON CANCER ALLIANCE TO RAISE AWARENESS ABOUT AMERICA'S NUMBER TWO CANCER KILLER**

**Nashville, TN** – The music industry has joined forces with the Colon Cancer Alliance (CCA) to help raise awareness of colorectal cancer, a disease that kills as many as breast cancer and AIDS combined. One out of 18 Americans will be diagnosed with the disease and most will be diagnosed at the later stages when treatments are less effective. Yet colorectal cancer is highly preventable, and easily treatable if people screen for the disease.

MusiCares®, one of two, charitable arms of the Recording Academy, is partnering with the CCA to help elevate the profile of colorectal cancer and educate the music industry and the public about the importance of screening through the inaugural *The Stars Go Blue for Colon Cancer* benefit concert on March 24, 2009 at 7:00pm at the historic Ford Theatre in the Country Music Hall of Fame® and Museum in Nashville, TN. This exclusive evening features an intimate, writers-in-the-round style performance by celebrities Vince Gill, Amy Grant and Hal Ketchum. Additional special guests to be announced soon. Tickets are available now by calling the CCA at 877-677-3488. Priced at \$100, tickets include not only the concert but also a post-show reception/meet and greet with the artists. Proceeds from the concert will benefit both MusiCares and the Colon Cancer Alliance.

The concert series was inspired and conceived by four time Grammy nominee Charlie Kelley, who at age 40 was recently diagnosed with colon cancer, eerily only 3 weeks after his wife Nan Kelley, a host on the Great American Country (GAC) cable network, successfully completed treatment for a different form of cancer. Charlie was lucky to have been diagnosed at an early stage and is expected to make a full recovery, but understands he is one of the lucky few whose disease was caught in time.

“I know how blessed I am to have caught my cancer early, before it had a chance to spread, and I see this ordeal as a second chance in life and a calling to help prevent others from getting this disease,” said Charlie Kelley. “I plan to do everything in my power to help spread the word about the importance of early screening for colon cancer and am excited to partner with the Colon Cancer Alliance and MusiCares to support their

important missions.” Kelley had no symptoms of colon cancer, but he and his doctor decided to screen for the disease because of a history of polyps in a family member.

The majority of those stricken with colorectal cancer are diagnosed in the later stages of the disease when survival rates are grim. Andrew Spiegel, the CEO of the Colon Cancer Alliance remarked, “We are excited to partner with the music industry to help raise awareness of colorectal cancer.. We hope the powerful voice of the celebrities will reach every American and make them think about screening for what is a very preventable, yet potentially deadly disease. Charlie’s story is a textbook example of the importance of early detection and his willingness to share his experience will help break down barriers about screening.”

Currently, Kelley and the CCA are in talks about expanding the concert series to other cities.

#### **About the Colon Cancer Alliance**

*The Colon Cancer Alliance (CCA) is a national non-profit patient advocacy organization dedicated to ending the suffering caused by colorectal cancer. In order to increase rates of screening and survivorship, the CCA provides patient support services, public education and awareness campaigns, supports research and colorectal cancer related advocacy across the United States.*

*The CCA works as an advocate for colorectal cancer patients and their families and offers information and support from the first-hand experience of survivors and others whose lives have been touched by this disease.*

*Today, including on line communities, the CCA has over 50,000 members. Its toll free help line receives an average of 700 calls monthly, and its support networks have assisted hundreds of thousands of people. The organization has multiple local chapters, a large on line support community, live peer-to-peer assistance and multiple other support and awareness programs, including the Undy5000 5k walk/runs throughout the county. For more information visit the CCA’s website at [www.ccalliance.org](http://www.ccalliance.org) or call 202-434-8980.*

#### **About MusiCares**

*MusiCares is a charitable arm of the Recording Academy and provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information about MusiCares, visit its website at [www.musicares.com](http://www.musicares.com) or call 877.626.2748.*

#### **CONTACTS:**

##### **‘Stars Go Blue for Colon Cancer’ Concert Contact:**

**Jensen Sussman**

**Sweet Talk Publicity**

**(615) 915-9318 / [jensen@sweettalkpublicity.com](mailto:jensen@sweettalkpublicity.com)**

**CCA Contact: Andrew Spiegel, CEO**

**(202) 434-8980 / (610) 668-8600 / [aspiegel@ccalliance.org](mailto:aspiegel@ccalliance.org)**

**MusiCares**

**(877) 626-2748 / [www.musicares.com](http://www.musicares.com)**