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NYOH COMMUNITY CANCER FOUNDATION LAUNCHES COLORECTAL CANCER CHECK CHALLENGE TO RAISE AWARENESS AND FUNDS FOR LOCAL CANCER PATIENTS

[Albany, NY] – March is Colorectal Cancer Awareness Month, and the NYOH Community Cancer Foundation is proud to launch the Colorectal Cancer Check Challenge, a month-long campaign dedicated to raising awareness about colorectal cancer and supporting local patients undergoing treatment.

The Colorectal Check Challenge includes three key initiatives: inviting local businesses and individuals to become Blue Ribbon Champions to help raise awareness and funds, releasing resources and new videos that highlight the importance of cancer screenings, and hosting a celebratory closing event on March 30 at Carson’s Woodside Tavern in Malta. All funds raised support the foundation’s patient education and provide critical financial assistance for cancer patients undergoing treatment.

“Colorectal cancer is the second most common cancer diagnosed in New York, and alarmingly, cases are increasing among individuals aged 20-49,” said Dr. Madhavi Kambam, Oncologist and Hematologist at New York Oncology Hematology (NYOH). “Early detection through regular screening can significantly improve outcomes, and campaigns like this are essential in encouraging people to take charge of their health.”

The campaign was developed by Keri Alonzo, a Stage 3 Sigmoid Colon Cancer survivor and Foundation Program Coordinator of NYOH Community Cancer Foundation. Keri’s personal journey fuels her dedication to spreading awareness and ensuring that every patient has access to the resources they need.

“As a survivor, I know firsthand how critical early detection is—it truly saves lives,” said Alonzo. “The Colorectal Cancer Check Challenge is not just about raising funds but about starting conversations, breaking down stigmas, and empowering our community to take preventive steps.”

The Colorectal Check Challenge Celebration will take place on Sunday, March 30, from 12 to 3 p.m. at Carson’s Woodside Tavern in Malta. Guests can look forward to food, live music, and a vibrant community atmosphere. Tickets are priced at \$20 for presale and \$30 at the door.

A special thank you to campaign sponsors New York Oncology Hematology, CDPHP and Saratoga Schenectady Gastroenterology Associates for their generous support.

To learn more about the campaign, become a Blue Ribbon Champion, access colorectal cancer resources or to purchase event tickets, visit nyohfoundation.org/crc-check.

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About the NYOH Community Cancer Foundation

Founded by a group of NYOH physicians, staff, and patients, the NYOH Community Cancer Foundation has been providing financial assistance to local cancer patients since 2000. The mission of the NYOH Community Cancer Foundation is to alleviate

financial hardship for community members diagnosed and living with cancer, allowing them to focus on treatment and improve their quality of life. By paying for rent and household bills or providing gift cards to purchase gas and groceries, we help people living with cancer focus on their treatment instead of worrying about daily household stressors. The Foundation also supports limited patient education and patient workshops. In 2024, the NYOH Community Cancer Foundation provided financial assistance to over 650 cancer patients in the Capital Region. To learn more or make a donation today, visit nyohfoundation.org.