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# Good Samaritan Hospital

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Kearney, Nebraska

[www.gshs.org](http://www.gshs.org)

## News Release

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**PAGES:** 2

## Free, Interactive Super Colon Display Is Larger-Than-Life Lesson about Colorectal Cancer

**KEARNEY**— The *Super Colon*, an eight-foot tall, 20-foot long replica of a human colon, is headed to Good Samaritan Hospital's West Tower, **March 28, 2008** in **Kearney**.

The public is invited to tour the colon any time between 10 a.m. and 4 p.m. on March 28. In addition to walking through the Super Colon, attendees will be able to pick up a colorectal cancer screening kit and learn cancer prevention tips. Staff from Good Samaritan Hospital's Healthy Living Center will lead a 15-minute demonstration of T'ai Chi at 12:30 p.m. and 2:30 p.m., and yoga at 1:30 and 3:30.

**WHAT:** The *Super Colon* is an *incredible, inflatable, interactive* colon that teaches people about the risks, symptoms, prevention, early detection and treatment options for colorectal cancer. As visitors walk through the *Super Colon*, they get a close-up look at healthy tissue, as well as tissue with various stages of colorectal cancer.

**WHERE:** Good Samaritan Hospital  
West Tower lobby (located just east of Second Avenue on 32<sup>nd</sup> Street)  
Kearney

**WHEN:** Friday, March 28  
10 a.m. to 4 p.m.

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The Prevent Cancer Foundation is sponsoring the Super Colon in Nebraska as part of the Disparities in Colorectal Cancer Super Colon tour. Kearney and Omaha were selected because Nebraska has the ninth highest colorectal cancer incidence rate in the United States, according to ACS Cancer Facts & Figures 2007. Other sponsors for the Super Colon display include Good Samaritan Hospital, Nebraska CARES and KRVN 880 AM.

Kearney is just one stop for the *Super Colon*, which zigzags across the country serving as an educational tool to teach the importance of colorectal cancer screening. Colorectal cancer is 90 percent preventable and successfully treated 90 percent of the time, when detected early, yet it remains a leading cause of cancer deaths.

In addition to Kearney, the national tour will land in Philadelphia, Houston, Chicago, New York, and Omaha, among other cities during the year. March, as part of National Colorectal Cancer Awareness Month.

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### **About Good Samaritan Hospital**

*Established by the Sisters of Saint Francis in 1924, Good Samaritan Hospital is a 287-bed regional referral center in Kearney, Nebraska. Now a member of Catholic Health Initiatives, Good Samaritan provides specialty care to over 350,000 residents of central Nebraska and northern Kansas. Good Samaritan boasts Nebraska's first accredited Chest Pain Center, a Level II trauma center featuring AirCare emergency helicopter transport, advanced orthopedic care, comprehensive neurosurgery and a nationally accredited cancer center among its many unique tertiary care services.*

*In the spirit of its founders, Good Samaritan serves not only as a medical facility, but also as a community partner. Good Samaritan is called by its core values of reverence, integrity, compassion and excellence to devote funding and resources to programs and services that benefit the health of the greater community.*