



News from Livingston County, NY

FOR IMMEDIATE RELEASE

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Main Streets Go Blue Kick-off Event in Avon

Avon, NY- The Livingston County Department of Health and the Cancer Services Program of the Finger Lakes Region joined together with village officials and local partners on Monday, March 4th at St. Agnes School in Avon to kick off the 8th annual “Main Streets Go Blue” initiative in Livingston County. This annual campaign marks the beginning of Colorectal Cancer Awareness Month and the importance of cancer screening and early detection.

St. Agnes School students and staff gathered in the gymnasium for the assembly and were welcomed by Elizabeth Jensen, Elementary School Principal, and Mayor Thomas Freeman of Avon. Public Health Director, Jennifer Rodriguez, engaged students with a question and answer session and discussed the importance of health screenings. Personal stories were shared by community advocate Lynne Mignemi, Director of Probation for Livingston County and Lori McEvoy, Promotion Education Targeted Outreach Coordinator, Cancer Services Program of the Finger Lakes Region-Livingston County. Guests were appropriately dressed in blue, the universally-recognized color for colorectal cancer, and included: Avon Town Supervisor David LeFeber, Lima Town Supervisor, Michael Falk, Sandra DiPasquale, retired teacher of St. Agnes School, and Willie Robinson, Manager, Cancer Services Program of the Finger Lakes Region. Special recognition was given to Karin Fetzner, Administrative Assistant, who helped organize and decorate the school for the event and Melissa Savino, owner of The Cake Place in Avon, who donated a beautifully decorated “blue” cake fitting for the occasion.

The local community also joined in the campaign, as businesses decorated their storefronts in blue with balloons donated by Avon Floral World and included special displays at: Avon on the Green, Avon Community Bank, and the Avon Park Theatre to name just a few of the partners who helped mark a united front in the fight against colon cancer.

Colon cancer is the second leading cause of cancer death in New York State. Ms. Rodriguez stressed the value of community collaboration and our shared goal of encouraging more community members to be screened for colon cancer. Educational materials were distributed, further spreading the message that this disease is preventable. In addition, “Blue Star” pins, a symbol of the National Colorectal Cancer Roundtable, were also made available to guests.

Towns across New York State will be raising awareness about this preventable disease by turning their “Main Streets Blue,” and hosting colorectal screening events throughout March.

For more information on free colon, cervical and breast cancer screenings for eligible men and women, please call the Cancer Services Program of the Finger Lakes Region at 1-877-803-8070.

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