

**The Most Common Symptom
of Colorectal Cancer is
*No Symptom At All.***

SCOPE ^{IT} *Out* TM 5K
Run/Walk for Colon Cancer Awareness

Race to Save Lives during National Colorectal Cancer Awareness Month!

SCOPE IT Out 5K Run/Walk for Colon Cancer Awareness

SATURDAY, MARCH 19, 2005 8:00 A.M.

HAINS POINT, EAST POTOMAC PARK, WASHINGTON, D.C.

Every year, nearly 150,000 people in the U.S. are diagnosed with colorectal cancer, and nearly 60,000 die. Colorectal cancer is curable 90% of the time when detected early.

Get a colonoscopy at age 50, or earlier if you have a family history.

Consult your doctor. This one can be cured!

Register online: www.scopeitout5k.com Questions? Email info@scopeitout5k.com.

Awards: Cash prizes will be awarded to the top three male and female finishers. Awards will be given to the top three finishers in the following age groups: 19 & under, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, and 80 & over. The post-race awards ceremony begins at 9:00 a.m.

Packet Pick-Up: Pick up your t-shirt, bib, goodie bag, and ChampionChip on race day. Registration opens at 7 a.m. near the start/finish line.

ChampionChip: The 5K run/walk will be scored with the ChampionChip timing system. The chip rental fee is included in the race rental fee. Chip owners may deduct \$2 from the entry fee and enter their 7-character personal Chip number on the entry form.

Food: Stick around after the race for great refreshments generously donated by local vendors!

Entry fee: Register early and save! **\$20 postmarked on or before February 28; \$25 after February 28.**

Scope It Out 5K for Colon Cancer Awareness

☐ 5K
☐ Volunteer

Saturday, March 19, 2005 • 8:00 AM • Entry Fee: \$20.00, after Feb. 28, \$25.00. Long-sleeve t-shirt to anyone who registers and makes an \$80.00 donation to the Charles A. Kraenzle Colon Cancer Foundation (\$100.00 total). Checks payable to: Charles A. Kraenzle Colon Cancer Foundation. Mail to: Scope It Out 5K, 13710 Ashby Rd., Rockville, MD 20853-2903.

e-mail

<input type="checkbox"/> I am a ChampionChip owner deducting \$2.00														
My chip number is														
<input type="text"/>														
ADDITIONAL DONATION														
\$														

First Name															Last Name																																																																																									
<input type="text"/>															<input type="text"/>																																																																																									
Address															City															State					ZIP					Age on Race Day					Sex																																																											
<input type="text"/>															<input type="text"/>															<input type="text"/>					<input type="text"/>					<input type="text"/>					<input type="text"/>					<input type="text"/>					<input type="text"/>																																																	
Phone															MC															VISA															Cardholder's Signature																																																											
<input type="text"/>															<input type="text"/>															<input type="text"/>															<input type="text"/>															<input type="text"/>															<input type="text"/>															<input type="text"/>														
Credit Card No.															Expiration Date																																																																																									
<input type="text"/>															<input type="text"/>																																																																																									

Liability waiver must be signed before mailing • FAX 301-871-0006 • www.scopeitout5k.com • Illegible forms will be rejected

I know that running a road race is a potentially hazardous activity and that I (or my child, if I am signing as parent/guardian) should not enter and run unless I am (or my child is, if I am signing as parent/guardian) medically able and properly trained. I verify that I am (or my child is, if I am signing as parent/guardian) medically fit to participate and will have sufficiently trained for the event prior to participation. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risks associated with running in this event including, but not limited to: falls, contact with other participants, the effects of the weather, including high heat and/or humidity, traffic and the conditions of the road, all such risks being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release the organizers of the Scope It Out 5K for Colon Cancer Awareness, the Charles A. Kraenzle Colon Cancer Foundation, Capital Running Company, USATF, and all other sponsors, their representatives (including but not limited to all officers, directors and employees) and successors from any and all claims or liabilities of any kind arising out of my (or my child's, if I am signing as parent/guardian) participation in this event or carelessness on the part of the persons named in this waiver. Further, I grant permission to each of the foregoing to use any photographs, motion pictures, recordings, or any other record of this event for legitimate purposes. I agree to return my rental ChampionChip or pay a \$30 replacement fee.

Signature (parent or guardian if under 18)

Date

COLORECTAL CANCER

The Second-Leading Cause of
Cancer Deaths for Men and Women
Combined in the U.S.
Yet it's 90% curable if detected early.

Who is at risk?

EVERYONE. Colorectal cancer affects men and women equally as well as people of all ethnic backgrounds. Most new cases of colorectal cancer are in people with NO family history. The primary risk factor is age. Nine out of 10 new cases are in people over the age of 50.

How do I lower my risk of colorectal cancer?

GET SCREENED at age 50, or earlier if you have a family history of colon cancer or polyps. Do not wait until you have symptoms to get tested. Most people never have any symptoms or if they do, it's often too late!

Talk to your physician about your personal health risks and screening options.

What is the best test for prevention?

COLONOSCOPY: Usually recommended every 5 years, this outpatient procedure is the most comprehensive weapon against colorectal cancer as it detects and removes precancerous growths or polyps. Colonoscopies may need to be repeated more frequently if polyps are found.

"As many as 80% of the 150,000 annual cases of colon cancer could be prevented if only the colonoscopy were as commonly utilized as the mammogram and Pap smear," according to Dr. John Marshall, director of developmental therapeutics and GI oncology at Lombardi Comprehensive Cancer Center.

Mail form and check to: Scope It Out 5K, 13710 Ashby Road, Rockville, MD 20853-2903. Please PRINT!

Name: _____ Team Name (Optional): _____
Address: _____ City: _____ State: _____ Zip: _____
Gender M/F _____ Age on Race Day: _____ Phone: (____) _____ T-Shirt Size: S M L X XX
E-mail address: _____ ChampionChip No. (chip owners only): _____ (7 digits)
Are you a Colorectal Cancer Survivor? Yes ☐ No ☐
Credit Card Information: MasterCard ☐ Visa ☐ Credit Card No: _____
Expiration Date: _____ Cardholder's Signature: _____
Signature (parent or guardian if under 18): _____ Date: _____

LIABILITY WAIVER MUST BE SIGNED BEFORE MAILING:

I know that running a road race is a potentially hazardous activity and that I (or my child, if I am signing as parent/guardian) should not enter and run unless I am (or my child is, if I am signing as parent/guardian) medically able and properly trained. I verify that I am (or my child is, if I am signing as parent/guardian) medically fit to participate and will have sufficiently trained for the event prior to participating. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risks associated with running in this event including, but not limited to: falls, contact with other participants, the effects of the weather, including high heat and/or humidity, traffic and the conditions of the road, all such risks being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release the organizers of the Scope It Out 5K for Colon Cancer Awareness, the Charles A. Kraenzle Colon Cancer Foundation, Capital Running Company, USAF, and all other sponsors, their representatives (including but not limited to all officers, directors and employees) and successors from any and all claims or liabilities of any kind arising out of my (or my child's, if I am signing as parent/guardian) participation in this event or carelessness on the part of the persons named in this waiver. Further, I grant permission to each of the foregoing to use any photographs, motion pictures, recordings, or any other record of this event for legitimate purposes. I agree to return my rental ChampionChip or pay a \$30 replacement fee.

2005 Race Start Photos: Cover by Sue Champagne, Inside by Hank Champagne

SCOPE IT *Out* 5KTM
Run/Walk for Colon Cancer Awareness
Sponsored by Bristol-Myers Squibb



Register online: www.scopeitout5k.com

Race to Save Lives during National Colorectal Cancer Awareness Month!

SCOPE IT Out[™] 5K

Run/Walk for Colon Cancer Awareness

Sponsored by Bristol-Myers Squibb



Location

The start/finish line is located on Ohio Drive in West Potomac Park, Washington, D.C. Parking is located along Constitution Avenue between 18th and 23rd Streets. Carpooling is encouraged.

Race Course

A USATF-certified, flat, fast course at West Potomac Park (DC05005JS). Race management and results by Capital Running Company.

Awards

Cash prizes will be awarded to the top three male and female finishers. First place: \$500, Second place: \$250, Third place: \$100.

Prizes will be given to the top finishers in age groups: 19 & under, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, and 80 & over. Post-race awards ceremony begins at 9:00 a.m.

ChampionChip

The 5K run/walk will be scored with the ChampionChip timing system. The chip rental fee is included in the race fee. Chip owners may deduct \$2 from the entry fee and enter their 7-character personal Chip number on the entry form.

Registration & Packet Pick-Up

Register online at www.scopeitout5k.com. Please check the website for a list of registrants to confirm your entry. You can also complete the entry form on the back of this brochure, and mail it to the address on form. Do not mail after March 20.

Register early and save! \$20 postmarked on or before March 10; \$25 thereafter. Register and make an additional \$80 donation (\$100 total) and receive a long-sleeve t-shirt! Entry fees are non-refundable.

Pick up your t-shirt, bib, goodie bag, and ChampionChip at Pacers in Clarendon on Friday, March 24 from 11 a.m. - 8 p.m. or on race morning. Registration opens at 6:30 a.m. near the start line.

Questions? Email info@scopeitout5k.com.

Race Beneficiaries

The Charles A. Kraenzle Colon Cancer Foundation is an all-volunteer non-profit formed to increase awareness, encourage early detection, and support research efforts in fighting colon cancer. Net race proceeds will be donated to the following foundations:

- Cancer Research and Prevention Foundation
- Colon Cancer Alliance
- Lombardi Comprehensive Cancer Center

Title Sponsor



Bristol-Myers Squibb

Premier Sponsors

Comcast

Genentech

BIO NCOLOGY[™]

Sponsors



ImClone Systems
Incorporated



MDLinX
NAVIGANT
CONSULTING



SAUCONY



Comcast Local Edition

Interview Preparation Sheet

Please complete and return one week in advance of your interview

Production Date	Time	Location
2/17/06	9:20 AM	900 Michigan Ave.

Guest Name, Title & Organization In relation to event promoting	Charlotte Kraenzle Race Director Scope It Out 5K Run/Walk for Colon Cancer Awareness
---	--

Website, Phone Number & Email: To appear on screen for viewers to get more information	Website: www.scopeitout5k.com Email: info@scopeitout5k.com Phone: 202-249-8239
--	---

*

Event Info (optional) Name of Event: Date: Time: Location: of any specific event that you may be promoting :	Scope It Out 5K Run/Walk for Colon Cancer Awareness March 25, 2006 8 a.m. Race Start West Potomac Park, Washington, D.C.
--	---

*

Please list 3 or 4 <i>Main Points</i> you want discussed during the interview :	<ol style="list-style-type: none">1. Colorectal cancer is the second leading cause of cancer deaths for men and women combined in the United States, affecting men and women of all races equally. Yet if detected early, the five-year survival rate is greater than 90%.2. Colorectal cancer often has no symptoms, and most cases are not hereditary, which is why routine colonoscopies are so important. The colonoscopy is the only test which not only detects colon cancer, but also can prevent it.3. Everyone is at risk. Chances of developing colorectal cancer are 1 out of 18. Talk to your doctor about getting screened at age 50, or earlier with a family history.4. Join us on March 25, 2006 – run, walk, donate. Tell your friends and family about colon cancer, and encourage them to scope it out!
--	---

Please return at least one week in advance of the interview to:

Joshua Kodeck

Joshua.Kodeck@cable.comcast.com

*Courtesy Copies will be provided to each guest. Additional copies are available upon request for a fee.

*Interviews do not cover political races, fundraisers, speeches or events connected to a campaign.

**70 - 75% of
Colorectal Cancer Cases
Occur in People with
*No Known Family History.***

SCOPE ^{IT} *Out* 5KTM
Run/Walk for Colon Cancer Awareness

SCOPE *It Out* 5K™

Run/Walk for Colon Cancer Awareness

November 19, 2007

Name
Title
Address

Dear Name:

I am writing to offer _____ the opportunity to sponsor the Fourth Annual **Scope It Out 5K™ Run/Walk for Colon Cancer Awareness**. This not-for-profit race will be held in West Potomac Park, Washington, D.C., on Sunday, March 30, 2008, during National Colorectal Cancer Awareness Month. Race proceeds will benefit Lombardi Comprehensive Cancer Center, Prevent Cancer Foundation, and other colorectal cancer research and awareness groups.



Not many people are aware that colorectal cancer is the second-leading cause of cancer deaths of men and women combined; *it does not have to be*. The American Cancer Society reports that colorectal cancer death rates have dropped by about 5% since 2002 as a result of increased screening. Still, only about half the people who need screening are getting checked. Colonoscopies at age 50, or earlier with a family history, can prevent or cure colorectal cancer.

Started in 2005 as a tribute to my father, Charles A. Kraenzle, the Scope It Out 5K™ calls attention to cancer prevention and raises funds for awareness and research. The race continues to grow, and in 2007, netted \$95,000 in proceeds. The race garnered local media attention from *Roll Call*, *Legal Times*, Channel 9, Comcast Local Edition, and radio station WTOP. In 2007, we also registered over 2,000 participants, making this 5K one of the fastest growing races in the region. Perhaps most importantly, with help from keynote speaker Lombardi Director of Oncology Dr. John Marshall, the race changed participants' awareness of colorectal cancer and their perception of the significance of colonoscopies.

In 2008, we expect over 3,000 participants, volunteers, and spectators to attend the race in D.C. Sponsorship benefits include your company name or logo on our participant shirts, website, and course signs. Please know your **100% tax deductible contribution** will make a life-changing difference in the lives of others.

Sincerely,

Charlotte Kraenzle
President
Charles A. Kraenzle Colon Cancer Foundation
703-408-0614

SCOPE IT Out 5K™

Run/Walk for Colon Cancer Awareness

Water Sponsor (one)
\$7,000

All benefits of Premier Sponsor
Logo on all bottled water on race day
Logo on sign at water stop

Premier Sponsor
\$5,000

Logo on back of *wick away* competitor shirts
Logo and link on website
Logo on all marketing materials printed after commitment
Prominent mention in all press releases
Logo on sponsor sign at all three mile markers
Mention on start/finish banner
30 complimentary entries to race

Sponsor
\$2,500

Logo on website
Name listed on back of *wick away* competitor shirts
Logo on all marketing materials printed after commitment
Logo on sponsor sign at start/finish
Mention on start/finish banner
15 complimentary entries to race

Patron
\$500

Mention on start/finish banner
Two complimentary entries to race



Check out our colorectal cancer awareness video featuring Dr. John Marshall, Dr. Milton Koch, and colorectal cancer survivors on www.scopeitout5k.com.

SCOPE IT Out 5K

Run/Walk for Colon Cancer Awareness

Tax deductible donations can be made to the Charles A. Kraenzle Colon Cancer Foundation, a non-profit 501(c)(3) organization formed to increase awareness, encourage early detection, and support research efforts in fighting colon cancer. The foundation's financial statement is available, upon request, from P.O. Box 9136, Arlington, VA 22219-9998, 703-408-0614.

Check one: Premier Sponsor ____ Sponsor ____ Blue Star ____ Patron ____

Company Name: _____

Address: _____

Contact Person: _____

Email Address: _____

If paying by check:

Make check payable to: Charles A. Kraenzle Colon Cancer Foundation (EIN: 20-1792657)

If paying by credit card: Circle one: Visa MasterCard Discover

Credit Card No.: _____

Expiration Date: _____

Card Verification No. (3- or 4-digit number on back of card): _____

(Alternatively, you may call Charlotte Kraenzle at 703-408-0614 with the information.)

Mail completed forms and payment to:

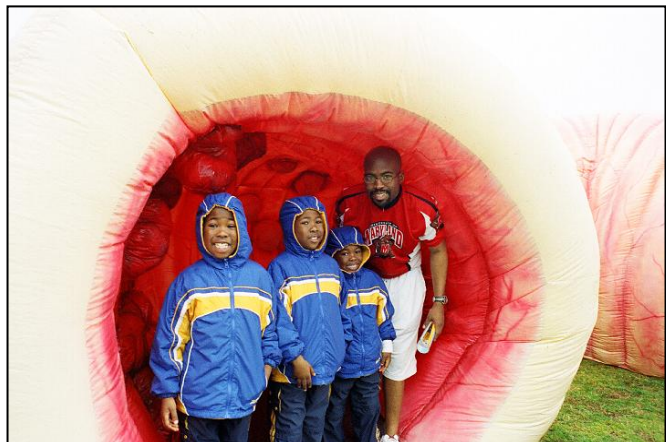
Charles A. Kraenzle Colon Cancer Foundation

P.O. Box 9136

Arlington, VA 22219-9998

Note: All sponsors need to supply a camera-ready logo for t-shirt to

ckraenzle@scopeitout5k.com by February 1, 2008.



2007 Scope It Out 5K Runners and Walkers:

The Fourth Annual Scope It Out 5K Run/Walk for Colon Cancer Awareness is rapidly approaching. The race, scheduled for Sunday, March 30, 2008 at 8:00 a.m., will once again be held in West Potomac Park, Washington, D.C. Registration is ongoing and we're looking forward to our largest and most successful event so far! If you have already registered, thank you very much for your participation, and we look forward to seeing you on March 30!

To register online, use the link:

http://www.active.com/event_detail.cfm?event_id=1489810

Online registration will close on Thursday, March 27 at 4:30 p.m.

To register by fax or mail, use the link for the downloadable form:

<http://www.runwashington.com/media/eventdirectors/scope08entryform.doc>

Forms must be mailed no later than Monday, March 24, or faxed on or before Wednesday, March 26.

There is no race day registration. Additional registrations will be accepted in-person on Friday, March 28 between noon and 7 p.m. and Saturday, March 29 between 11 a.m. and 3 p.m. during the packet pickup at the Old Post Office Pavilion, 1100 Pennsylvania Avenue, NW, Washington, D.C.

As in previous years, proceeds benefit the Lombardi Comprehensive Cancer Center, Prevent Cancer Foundation, and Colon Cancer Alliance. If you cannot participate in the race, but are interested in donating, or if you want to raise additional funds for the race, we have a new donation system for 2008 that tracks online donations. Visit <http://www.active.com/donate/scopeitout> to see how close we are to meeting our fundraising goals!

To gain a greater appreciation of the event and the role the race plays in the community, please see our race day report by James Moreland from 2007 at <http://www.runwashington.com/news/mar07scope5krpt.html> and see the photos from last year's event at

http://www.runwashington.com/other/photosscope07_1.html

Visit the race website <http://www.scopeitout5k.com> for more information.

On March 30, take your family in a walk through the Super Colon! Win an age group award prize or a team trophy! Grab a bagel and some fruit snacks for breakfast. Join us in this important race – to save lives.

Race day, here we come!

The Scope It Out 5K Race Committee
Charlotte Kraenzle, Race Director

**Colorectal cancer is the
second leading cause of cancer
deaths for men and women
combined in the U.S.**

It doesn't have to be.

SCOPE ^{IT} *Out* TM 5K
Run/Walk for Colon Cancer Awareness

SCOPE *It Out* 5K™

Run/Walk for Colon Cancer Awareness

For Immediate Release
March 30, 2008

Contact: Julie Clowes
(202) 249-8239

Fourth Annual Scope It Out 5K Sets Attendance Record, Raises \$100,000 in Proceeds

WASHINGTON, D.C. – Nearly 3,000 runners and walkers registered for today's Scope It Out 5K Run/Walk for Colon Cancer Awareness sponsored by Bristol-Myers Squibb at West Potomac Park in Washington D.C. The race raised \$100,000 in proceeds that will be donated to Lombardi Comprehensive Cancer Center, Prevent Cancer Foundation and Colon Cancer Alliance. Senators Benjamin Cardin (MD), Tom Harkin (IA) and Arlen Specter (PA) and Congresswoman Eleanor Holmes Norton (DC) served as Honorary Race Co-Chairs.

Colorectal cancer is the second leading cause of cancer deaths for men and women combined in the United States, affecting men and women of all races in near equal numbers. According to the National Institute of Health, DC has the highest colorectal cancer mortality rate in the nation. Colorectal cancer often has no symptoms, and most cases are not hereditary, which is why routine colonoscopies are so important. The colonoscopy is the only test that not only detects colon cancer, but can also prevent it.

Dr. John Marshall, director of developmental therapeutics and GI oncology and associate professor of oncology at Lombardi Comprehensive Cancer Center addressed the crowd after the race. He stressed the importance of advance screenings and awareness events like the Scope it Out 5K. "As many as 80% of the 150,000 annual cases of colon cancer could be prevented if only the colonoscopy were as commonly utilized as the mammogram and Pap smear," said Dr. Marshall.

Charlotte Kraenzle, race director and president of the all-volunteer, non-profit Charles A. Kraenzle Colon Cancer Foundation, knows the impact that colon cancer can have on a family. She lost her father, Charles, in 2002, after a two-year battle with the disease. "We're all at risk for this one. We must encourage one another to get screened," said Kraenzle. "You can prevent this cancer. Catch the polyps. Get scoped."

Since its inception in 2005, over 7,250 people have participated in the race, raising more than \$285,000 in proceeds to support of colon cancer awareness and research. In addition to title sponsor Bristol-Myers Squibb, premier race sponsors included ImClone Systems Incorporated, Genentech, US Oncology, Comcast, American Bankers Association, Bank of America, Capital Gastroenterology Consultants, Endoscopy Centers of Washington DC and Chevy Chase, Sport & Health, and Venable Foundation.

###

SCOPE IT Out 5K™

Run/Walk for Colon Cancer Awareness

April 17, 2008

Ms. Peggy Carroll
Bristol-Myers Squibb
777 Scudders Mill Rd
Plainsboro, NJ 08536

Dear Ms. Carroll:

The Board of Directors of the Charles A. Kraenzle Colon Cancer Foundation would like to thank you for your sponsorship of the 2008 Scope It Out 5K® Run/Walk for Colon Cancer Awareness on Sunday, March 30 in Washington, D.C.



This year's race marked our largest turnout ever with almost 3,000 participants, nearly a 50% increase from last year. We also registered our greatest number of teams, with a total of 95 participating the race. We are extremely proud to announce that proceeds of \$100,000 will be donated to our race beneficiaries, Lombardi Comprehensive Cancer Center, Prevent Cancer Foundation, and Colon Cancer Alliance, to further support their colorectal cancer research and awareness efforts. Channel 9 and radio station WTOP reported on race day.

Most importantly, through your generosity, and with help from our keynote speaker, Dr. John Marshall of Lombardi

Comprehensive Cancer Center, we reminded participants of the importance of getting screened. This cancer remains the second leading cause of cancer deaths for men and women combined in the United States. *It does not have to be.*

Thank you again for supporting our efforts to increase colorectal cancer awareness. You have helped make a life-saving difference in the lives of others.

Thank you,

A handwritten signature in black ink that reads "Charlotte Kraenzle". The signature is written in a cursive, flowing style.

Charlotte Kraenzle
President
Charles A. Kraenzle Colon Cancer Foundation