



**Digestive CARE™ Launches
BOTTOM LINE BUMPER STICKER CONTEST
To Build Awareness of
National Colorectal Cancer Awareness Month**

**52 Physicians in Broward & Palm Beach Counties Seek
Catchiest New Pro-Colonoscopy Bumper Sticker**

Prize is \$500 or Free Colonoscopy from Digestive CARE™

**Entries Must Be Emailed by February 28 to
info@DigestiveCareOnline.com**

(Coral Springs, FL – January 20, 2011) **Digestive CARE™**, a medical group of 52 gastroenterologists in Broward and Palm Beach Counties, today launched the ***Bottom Line Bumper Sticker Contest*** to bring awareness to **National Colorectal Cancer Awareness Month** (March 2011).

Digestive CARE™ is urging people to email their proposed bumper sticker with a pro-colonoscopy message to info@DigestiveCareOnline.com.

The requirements are simple:

- + The bumper sticker message must be 10 words or less.
- + Only one submission per email address will be accepted.
- + Please write “BUMPER STICKER” in the email’s subject line.
- + Each email submission must include the entrant’s full name, email address, mailing address, phone number and age.

- + Entries must be received at info@DigestiveCareOnline.com no later than February 28, 2011. The winner will be announced during National Colorectal Cancer Awareness Month in March.
- + Digestive CARE physicians will select the winning bumper sticker.
- + The winner can choose between a \$500 cash prize or a free colonoscopy performed by Digestive CARE in South Florida.

The complete rules to the **Bottom Line Bumper Sticker Contest** are available at www.DigestiveCareOnline.com, where many of the submitted entries will be posted for people to review.

“Just as we did with our **Bottom Line Poetry Contest** in 2009 and **Bottom Line Song Title Contest** last year, we are taking a light-hearted approach to the deadly serious subject of colon cancer,” said **Kenneth Rosenthal, M.D.**, a **Digestive CARE™** physician in Boca Raton, FL.

“With our new **Bottom Line Bumper Sticker Contest**, we hope to bring more attention to the life-saving value of regular colonoscopies as part of a person’s ongoing professional medical care – and that’s the real Bottom Line.”

In addition, **Digestive CARE™** is sponsoring the first annual **South Florida Undy 5000 5K** run this Saturday, January 22, at 7:30 a.m. at John Prince Park in Lake Worth, FL to help bring greater awareness to colon cancer. All participants will receive race day boxers and are encouraged to run in their undies, boxers or briefs to increase awareness of screening for colon cancer. For more information, visit www.undy5000.org.

About Digestive CARE™:

Since its inception, **Digestive CARE™** has grown to more than 50 physicians and other healthcare professionals, providing gastroenterology services at 25 locations throughout Broward and Palm Beach counties, including 17 hospitals and 13 Outpatient Surgery Centers. All **Digestive CARE™** office and surgical locations are centers of excellence, designed with the comfort and care of the patient in mind, delivering services in a friendly, convenient and compassionate environment. For more information, please call **954.344.2522** or visit www.digestivecareonline.com.

AVAILABLE FOR INTERVIEW:

**Kenneth Rosenthal, M.D.
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MEDIA CONTACT:

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