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Navarro Teams Up With StopColonCancerNow.com to Increase Colonoscopy Screenings
Joint effort promotes cancer prevention during Colorectal Cancer Awareness Month

MIAMI, Fla. (February 28, 2013) – Miami-based pharmacy chain Navarro has joined forces with national colon cancer awareness organization StopColonCancerNow.com to promote colon cancer screening during March. March is National Colorectal Cancer Awareness Month and Navarro and StopColonCancerNow.com will work together to educate consumers about the importance of colonoscopy for individuals who are at risk for colon cancer.

To promote the importance of colonoscopy screenings, Navarro will be providing StopColonCancerNow.com's educational materials in its pharmacies throughout March, along with an easy-to-use web-based appointment request tool, www.stopcoloncancer.com/navarro. In addition, employees at each of Navarro's 33 locations will be promoting colon cancer awareness on March 1 by participating in National Dress in Blue Day.

"Colon cancer is the third deadliest form of cancer in the United States," said Simon Behar, M.D., StopColonCancerNow.com medical director. "Through its commitment to wellness and broad reach in South Florida, Navarro is helping us to spread an important message – a colonoscopy can save your life."

When colon cancer is detected and treated in the earliest stage, the five-year survival rate is 90 percent, according to the American Cancer Society. Screening guidelines advise that patients get a colonoscopy if they are over 50 years old (45 for African-Americans), have a family history of colon cancer or polyps, or are experiencing certain digestive symptoms.

"Keeping our customers healthy is part of what we do, and there is no test more important for those who meet the screening guidelines than a colonoscopy," said Albert Garcia, R.Ph., M.H.L, Navarro executive vice president and Navarro Health Services president. "This partnership is one more way that we are taking care of our customers and helping to make sure they live a healthy life."



About Navarro

Headquartered in Miami, Florida Navarro Discount Pharmacy was founded in Havana, Cuba in 1940 and opened its first store in the U.S. in 1961. Celebrating over 50 years in business in the U.S., Navarro now has 33 Navarro Discount Pharmacy stores, 4 Navarro Health Service pharmacies, and is one of the largest drugstore chains in the U.S. As a community pharmacy, the stores cater to Hispanic and ethnic markets and further differentiate themselves by offering many products and services with significant savings that are not usually found in traditional drugstores such as wireless phones, designer fragrances, a large assortment of Hispanic goods, health products such as vitamins/ supplements and in-store health screenings as part their Wellness Wednesday program.

About StopColonCancerNow.com

StopColonCancerNow.com is a community of more than 1,000 physicians who have joined forces to promote education and awareness about colon cancer screening and prevention. AmSurg, provider of approximately one in every 10 colonoscopies in the United States, launched the campaign in 2009 as part of its commitment to provide the highest level of care and information to people at risk for colon cancer. For more information on colon cancer and the importance of screening, visit www.stopcoloncancer.com.