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# Pazazz Apples remind customers to get screened

March 1, 2021

One in 24 Americans will be diagnosed with colon cancer<sup>1</sup>, but early detection and eating a cancer-protective diet can reduce your risk. Pazazz apples is partnering with the Colon Cancer Coalition to remind customers to “make a booty call” and get screened. Playful “make a booty call” stickers will be placed on Pazazz bagged apples at retail outlets throughout the month of March and are designed to catch the customer’s attention. Retailers can also support the program with point-of-sale materials and digital assets.



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According to the American Institute of Cancer Research®, there is evidence that foods containing dietary fiber can decrease the risk of colorectal cancer<sup>2</sup>. Apples are one of the fruits high in dietary fiber making it an easy and delicious way to increase your daily fiber intake. In addition, the National Foundation of Cancer Research reports vitamin C in apples also acts as an antioxidant to support immune function and fight cancer cell growth<sup>3</sup>.

“We are excited to partner with Honeybear Brands and Pazazz apples to promote healthy eating as one of several ways to reduce one’s risk for colorectal and many other cancers,” says Chris Evans, president, Colon Cancer Coalition. “In addition to a fiber-filled diet, we hope this partnership can encourage on-time screening for this preventable cancer. Too much has been delayed in the past year, colorectal cancer screenings shouldn’t be one of them.”

“Protecting one’s health has always been important but finding easy and delicious ways to do it are not always easy. Pazazz is a unique and full-flavored apple that makes eating a cancer-protective diet enjoyable,” says Kristi Harris, Honeybear Brands Brand Manager. “We are delighted to support the important work the Colon Cancer Coalition is doing to help raise awareness of this deadly cancer and encourage screening.”

For more information about reducing your risk for colorectal cancer and the importance of screening and symptom awareness, please visit [ColonCancerCoalition.org/Pazazz](https://ColonCancerCoalition.org/Pazazz).

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