

Colorectal Cancer Alliance's LEAD FROM BEHIND Initiative Wins Gold in the 2nd Annual Anthem Awards

Alliance Honored for Best National Awareness Campaign and Best in Special Projects for Health

WASHINGTON, D.C., USA, February 15, 2023 /EINPresswire.com/ -- The Colorectal Cancer Alliance (Alliance) announced today that its [LEAD FROM BEHIND](#) awareness initiative, featuring Ryan Reynolds and Rob McElhenney, has been named a two-time Gold winner for Best National Awareness Campaign and Best in Special Projects for Health in the 2nd Annual Anthem Awards.



As the largest nonprofit dedicated to colorectal cancer, the Alliance's mission is to end this disease in our lifetime.

Anthem Winners are selected by the International Academy of Digital Arts and Sciences. The Anthem Awards program was launched in response to the prevalence social good has taken within the national conversation and cultural zeitgeist in recent years. The 2nd Annual

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competition received nearly 2,000 entries from 43 countries worldwide. By amplifying the voices that spark global change, the Anthem Awards are defining a new benchmark for impactful work that inspires others to take action in their communities.

The Alliance launched the LEAD FROM BEHIND initiative to encourage Americans to get screened for colorectal cancer. Colorectal cancer is the second deadliest cancer in America, yet it's highly preventable. The most effective way

to prevent it — a colonoscopy — is something people don't want to talk about, let alone do. In 2021 the age to get your first colonoscopy was lowered from 50 to 45, paving the way for 20 million more Americans to get checked. To help raise awareness, break the stigma, get people

talking and break into the cultural zeitgeist, Ryan Reynolds & Rob McElhenney, who both turned 45 in 2022, shared their colonoscopy experiences in a short documentary. LEAD FROM BEHIND helped educate Americans that “Colon Cancer is The Preventable Cancer,” and encouraged screening at age 45 to save lives.

“It is an honor to be recognized by the Anthem Awards for a campaign that we are truly passionate about,” says Michael Sapienza, CEO of the Colorectal Cancer Alliance. “As the largest nonprofit dedicated to colorectal cancer, the Alliance’s mission is to end this disease in our lifetime. We’re hopeful that award-winning awareness initiatives like LEAD FROM BEHIND will continue to bring us closer to that goal.”

“Since launching this platform in June of 2021, we have seen that social change has emerged as a dominant force in mainstream culture,” says Anthem Awards Managing Director Jessica Lauretti. “The sheer number, breadth and overall quality of the entries shared with us in the 2nd Annual Awards is a testament to the strength of this growing movement and demonstrates an enduring commitment to the work that is both humbling and inspiring to see. From the war in Ukraine, to protests in Iran and the ongoing battle for equality here at home in the States, the call for change not only perseveres but is a growing global chorus.”

Winners for the 2nd Annual Anthem Awards will be celebrated at the Winners Celebration on February 27 in New York City. Fans will be able to hear from social impact leaders and their hallmark speeches at www.anthemawards.com.

A portion of program revenue will fund a new grant program supporting emerging individuals and organizations working to advance the causes recognized in the 2nd Annual Anthem Awards.

Members of the International Academy of Digital Arts & Sciences include: Nicholas Thompson, CEO, The Atlantic, Christina Swarns, Executive Director, Innocence Project, Zarna Surti, Global Creative Director, Nike Purpose, Maurice Mitchell, National Director, Working Families Party, Lindsay Stein, Chief Purpose Office, Tombras, Jennifer Lotito, President & Chief Operating Officer, (RED), Lisa Sherman, President & CEO, The Ad Council, Emily Barfoot, Global Brand Director Dove, Unilever, Trovon Williams, Senior Vice President of Marketing and Communications, NAACP, Roma McCaig, Senior VP of Impact, Clif Bar, Michelle Egan, Chief Strategy Officer, NRDC, Dinah-Kareen Jean, Senior Manager, Social Innovation, Etsy, Sarah Kate Ellis, President & CEO, GLAAD, Jad Finck, Vice President of Innovation & Sustainability, Allbirds, Christopher Miller, Head of Global Activism Strategy, Ben & Jerry’s, Shayla Tait, Director of Philanthropy, The Oprah Winfrey Charitable Foundation.

Find The Anthem Awards Online:

Website: anthemawards.com

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YouTube: [wbby.co/anthem-youtube](https://www.youtube.com/wbby.co/anthem-youtube)

About The Colorectal Cancer Alliance

The Colorectal Cancer Alliance is a national nonprofit committed to ending colorectal cancer. Working with our nation of passionate allies, we diligently support the needs of patients and families, caregivers, and survivors; eagerly raise awareness of preventive screening; and continually strive to fund critical research. As allies in the struggle, we are fiercely determined to end colorectal cancer within our lifetime. For more information, visit ccalliance.org.

About The Anthem Awards:

Launched in 2021 by The Webby Awards, The Anthem Awards honors the purpose & mission-driven work of people, companies and organizations worldwide. By amplifying the voices that spark global change, we're defining a new benchmark for impactful work that inspires others to take action in their own communities. The Anthem Awards honors work across seven core causes: Diversity; Equity & Inclusion; Education; Art & Culture; Health; Human & Civil Rights; Humanitarian Action & Services; Responsible Technology; and Sustainability, Environment & Climate. Founded in partnership with the Ad Council, Born This Way Foundation, Feeding America, Glaad, Mozilla, NAACP, NRDC, WWF, and XQ.

About The Webby Awards:

Hailed as the "Internet's highest honor" by The New York Times, The Webby Awards is the leading international awards organization honoring excellence on the Internet, including Websites; Video; Advertising, Media & PR; Apps, Mobile, and Voice; Social; Podcasts; and Games. Established in 1996, The Webby Awards received more than 13,500 entries from all 50 states and 70 countries worldwide this year. The Webby Awards are presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include Verizon, WP Engine, YouGov, Brandlive, Canva, NAACP, KPMG, Fast Company, Wall Street Journal, MediaPost, Podcast Movement, and AIGA.

Emily Blasi
Colorectal Cancer Alliance
+1 202-971-9964

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