BOTTOMS UP® INVITATIONAL RAISES $5.7 MILLION IN FIVE YEARS TO HELP FOSTER A FUTURE FREE FROM COLORECTAL CANCER

Fifth Anniversary Event By Craig Melvin & Lindsay Czarniak Rallies Celebrities for a Cause



Colorectal Cancer Alliance CEO Michael Sapienza joins Lindsay Czarniak and Craig Melvin at the 5th Annual Bottoms Up Invitational.

WASHINGTON, DC, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- The fifth annual Bottoms Up® Invitational, organized by Today Show anchor Craig Melvin and CBS Sports HQ host Lindsay Czarniak, gathered a passionate crowd of celebrities, musicians, athletes and supporters to raise awareness and funds in the battle against colorectal cancer. The two-day event honors the memory of Craig's brother, Lawrence Meadows, who died from the disease at age 43. Colorectal cancer is the deadliest cancer in people under age 50, with 75% diagnosed at late stages when options are limited and survival rates drop. The event brings attention and much-needed funds to the disease, raising more than $5.7 million over five years in support of the lifesaving work of the Colorectal Cancer Alliance (Alliance), the nation's largest nonprofit dedicated to ending the disease.

The fifth anniversary extravaganza kicked off September 13 with a lively concert at the Fairfield Theatre Company, featuring performances by Wyclef Jean, Chris Barron from the Spin Doctors, Andrew Copeland & Jett Beres of Sister Hazel, Branford Marsalis, Javier Colon, Ryan Cabrera, and more, celebrating hope for a world free from colorectal cancer. On September 14, participants enjoyed entertaining activities with celebrity guests including Dylan Dreyer, Willie Geist, Jim Cantore, Rutledge Wood, Stephanie Szostak, Ralph Sampson, Charlie Rymer, Allan Houston, and others at Shorehaven Golf Club in Norwalk, CT, to drive funds for the cause.

The support comes at a critical time. Colorectal cancer is one of the fastest growing cancers in people under age 50 and cases among Americans ages 20 to 39 are projected to increase by 90

> Every dollar raised moves us closer to a future where we can end colorectal cancer and ensure more families stay whole."
>
> *Michael Sapienza, CEO of the Colorectal Cancer Alliance*

percent by 2030. Prior to the concert, medical and industry experts joined Craig and Lindsay at the Alliance's Screen Smart event to discuss screening education initiatives aimed at curbing the disease. Timely screening can help prevent colorectal cancer or detect it early, when it's highly treatable and has a survival rate of 91%.

"We are in a race against a disease that is skewing younger and more aggressive every year," said Michael Sapienza, CEO of the Colorectal Cancer Alliance. "Craig and Lindsay chose to turn their loss into action and are creating tremendous impact. Every dollar raised moves us closer to a future where we can end colorectal cancer and ensure more families stay whole. We've had enough - let's end this"

Proceeds from the event will benefit the work of the Alliance through programs like Project Cure CRC and Screen Smart that promote innovation, research, awareness and advocacy, and community. To learn more or to donate, visit bottomsupinvitational.org.

About The Colorectal Cancer Alliance
The Colorectal Cancer Alliance is the leading patient advocacy organization dedicated to ending colon and rectal cancers. The Alliance helps people facing the disease today, while innovating toward a future where fewer people are diagnosed and more lives are saved. Founded in 1999 and headquartered in Washington, D.C., the Alliance invests in innovation, supports patients and families, champions awareness and advocacy, and builds community to ensure no one faces this disease alone. For more information, visit colorectalcancer.org or call the helpline at (877) 422-2030. Connect with us on Facebook, Instagram, X, YouTube and TikTok.

BOTTOMS UP is a registered trademark of the Bottoms Up Organization and is used by the Colorectal Cancer Alliance under license.

Emily Blasi
Colorectal Cancer Alliance
+1 202-971-9964
email us here
Visit us on social media:
LinkedIn
Bluesky
Instagram
Facebook
YouTube
TikTok
X

This press release can be viewed online at: https://www.einpresswire.com/article/942155813

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.