



Hitting Cancer  
Below the Belt

## LOCAL INTEREST

**Contact:** Melinda Conklin  
804-334-0575  
mconklin@hcb2.org

## NEWS FOR IMMEDIATE RELEASE

### HCB2 helps save lives in Richmond at “Free Colonoscopy Day”

RICHMOND, VA (September 22, 2016) — Hitting Cancer Below the Belt, Inc. (HCB2) partnered with MEDARVA at last week’s “Free Colonoscopy Day,” a community initiative to help the uninsured receive proper screenings for colon cancer. The event provided free colonoscopies to 21 uninsured individuals across Richmond.

“Colorectal cancer is the third most commonly diagnosed cancer and the second most deadly,” says HCB2 Founder and President Melinda Conklin, “yet is highly treatable and preventable with early-detection services, such as colon screenings. Unfortunately, these services are often unaffordable for low-income, uninsured individuals. That’s why ‘Free Colonoscopy Day’ is so important, because it supports members of our community who need our help the most.”

In partnership with Access Now, Colon and Rectal Specialist, Gastrointestinal Specialists Inc., Richmond Gastroenterology Associates, and Bon Secours Endoscopy nurses, the event took place at MEDARVA Stony Point Surgery Center, who donated the use of their facility, equipment and expertise of many of their medical staff. This marks the third consecutive year that HCB2 has been able to collaborate and coordinated this service for the patients of the Access Now free clinics.

“At HCB2, our mission is to support colorectal cancer awareness, education and prevention in the Richmond community, especially among those who are underserved,” says Conklin. “‘Free Colonoscopy Day’ is about saving lives — and there’s nothing more important than that.”

**Further details are available at [HCB2.org](http://HCB2.org).**



#### **About Hitting Cancer Below the Belt:**

HCB2 is a volunteer non-profit organization dedicated to colorectal cancer awareness, education and prevention. HCB2 Executive Director Melinda Conklin founded the organization in honor of her late husband’s losing battle with cancer (Rich Conklin). HCB2 focuses on early detection for colorectal cancer and prevention education for disease prevention. Since its creation in 2012, HCB2 has donated thousands of dollars to the American Cancer Society and Access Now, and has provided thousands of community members with awareness and educational services to stop cancer in our community. For complete details, please visit <http://HCB2.org>.