

# can we *eeeeee* talk?

## *Colon Health & Cancer Prevention on Social Media*

**You can win \$2,000!** Hitting Cancer Below the Belt (HCB2) is a colon health and cancer prevention nonprofit serving Richmond VA and surrounding communities. We are dedicated to helping others create a bodily environment where cancer is challenged to survive. HCB2 believes that improving our colon health (also called the large intestine or “gut”) may not only help to prevent colorectal cancer, *butt* may also help reduce the risk of other cancers as well. Increasing awareness of colorectal cancer, talking about family history and personal risk, and engaging in early cancer screening can also save lives.

Each year we will award the **HCB2 “Can We Talk?”** scholarship to a graduating senior in Chesterfield County who has created a public service announcement (PSA) to educate young people about colon health and colorectal cancer prevention. The winning video or images will be used for one year as a part of HCB2’s social media campaign. For more information regarding this opportunity, please watch our [scholarship video](#).

Colorectal cancer rates are rising among younger people, *butt* it doesn’t have to stay that way! Your skills will help to grow our efforts to alert and educate people in the community. This scholarship is a great opportunity to leave a lasting impression among your peers as you move from high school and into the next chapter of your life.

**Applying is easy!** First, complete the application form. Second, create 2-3 social media graphic images **or** a 30-second video to be used as a public service announcement (PSA) aimed at reaching those under 30 years of age. Lastly, send your work to [info@hcb2.org](mailto:info@hcb2.org) and type “**Can We Talk?**” in the subject line.



Visit us at [www.hcb2.org/scholarship](http://www.hcb2.org/scholarship) to apply. **Deadline is May 1st.**

Do you need more information about colon health and colorectal cancer? Check out our short 6-minute “[Unboxing Colorectal Cancer](#)” video!

**Find Hitting Cancer Below the Belt (HCB2) online:**

[www.HCB2.org](http://www.HCB2.org) | [Facebook](#) | [Instagram](#) | [Twitter](#) | [YouTube](#)

