

2024

BOTTOMS UP BASH



Colon Cancer
Prevention Project



Colon Cancer Prevention Project

Welcome, friends of the Project,

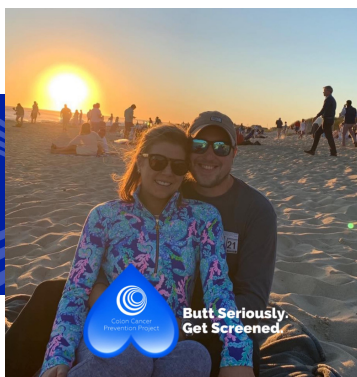
Thank you for joining us for the 13th annual Bottoms Up Bash!

Over the past two decades, our advocacy efforts in Kentucky have led to a notable decline in both the occurrence and death rates from colorectal cancer (CRC). Thanks to our endeavors, a larger portion of Kentucky's residents are now getting screened for CRC than ever before. This progress stems from the foresight and determination of our founder, Dr. Whitney Jones, whose collaboration skills have fostered partnerships throughout the healthcare ecosystem, spurring continuous advancement.

Our commitment remains firm: cancer will not prevail.

Presently, we are confronting the rising incidence of early-onset colon cancer. Although the reasons behind this increase in younger populations are not fully clear, we refuse to delay action.

Last Year, our community lost an absolute warrior, Meredith Potthast, at the young age of 33. Meredith was originally misdiagnosed due to her age and after suffering with pain for more than 6 months, Meredith's mother urged her to get a colonoscopy immediately. She was then diagnosed with Colon Cancer. Meredith fought her illness with positivity and grace and was always the biggest cheerleader for others. Meredith will live on in the work she started. She inspired so many people to advocate for themselves and get screened. Meredith was a wonderful person, fighter, advocate, wife, daughter, friend, dog mom and so much more. Her dedication within the survivor support group and community has touched and changed many lives, and is missed so much.





Colon Cancer Prevention Project

Unfortunately, Meredith's story is not uncommon in the United States. Colon cancer rates have surged by 200% among individuals born after 1990, with rectal cancer rates rising by 400%. Kentucky stands third in the nation for CRC incidence among those under 50, with 57% of early-age onset CRC cases being discovered at an advanced stage. This trend is unacceptable, and we are dedicated to changing it. With the heart of the survivor community, the leadership of Dr. Jones, our dedicated and formidable Board of Directors, volunteers, staff, and community partners, we deliver programs that encourage unified messaging and preparing Kentucky to take full advantage of advancements in preventative medicine.

We could not make this impactful progress in the battle against colon cancer without you! Your steadfast support empowers us to develop programming that mitigates cancer through targeted education and intervention. Because of your support, these programs prevent colon cancer and save lives.

We are united in our determination to continue this fight until our mission is no longer necessary and we are deeply grateful for your support.

Gratefully,



Amanda Smart

Amanda Smart,
Executive Director
Colon Cancer Prevention Project



Misty Ronau

Misty Ronau,
Director of Marketing
Colon Cancer Prevention Project

Welcome to the



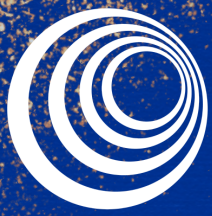
Colon Cancer Prevention Project

2024

BOTTOMS UP BASH

COCKTAIL HOUR	06: 30 PM
DINNER SERVICE BEGINS	07: 30 PM
A WORD FROM OUR FOUNDER, DR. WHITNEY JONES	08: 00 PM
DAMON WILLIS, SURVIVOR	08: 10 PM
LIVE AUCTION	08: 30 PM
THE BIG GIVE, SAVES LIVES	08: 40 PM
DANCING, WITH THE JUICE BOX HEROES	09: 00 PM
BLING RING WINNER	09: 30 PM
AUCTION ENDS	10: 15 PM
BAR CLOSES	11: 00 PM

THANK YOU FOR SUPPORTING
OUR VITAL PROGRAMMING!



Colon Cancer Prevention Project

KEYNOTE SPEAKER

Damon Willis



Damon Willis was born in Memphis, Tennessee, the oldest of three boys, to a Presbyterian minister and a high school English teacher. He has lived almost the entirety of his life in Louisville, Kentucky graduating from Male High School, the University Kentucky and the University of Louisville School of Law. After graduating law school in 2000, Damon earned law licenses in Kentucky, Indiana, Ohio and West Virginia. Since 2004, Damon has been a partner in his law firm, and he has been the managing partner at Ewing&Willis since 2013. Damon has tried numerous cases before juries, argued before the United States 6th Circuit Court of Appeals and has multiple unanimous wins before the Kentucky Supreme Court.

Damon has two boys, Jackson, 18, and Wyatt 15, who both attend Ballard High School. He recently married his sweetheart and fellow lawyer, Ashton Rose Smith.

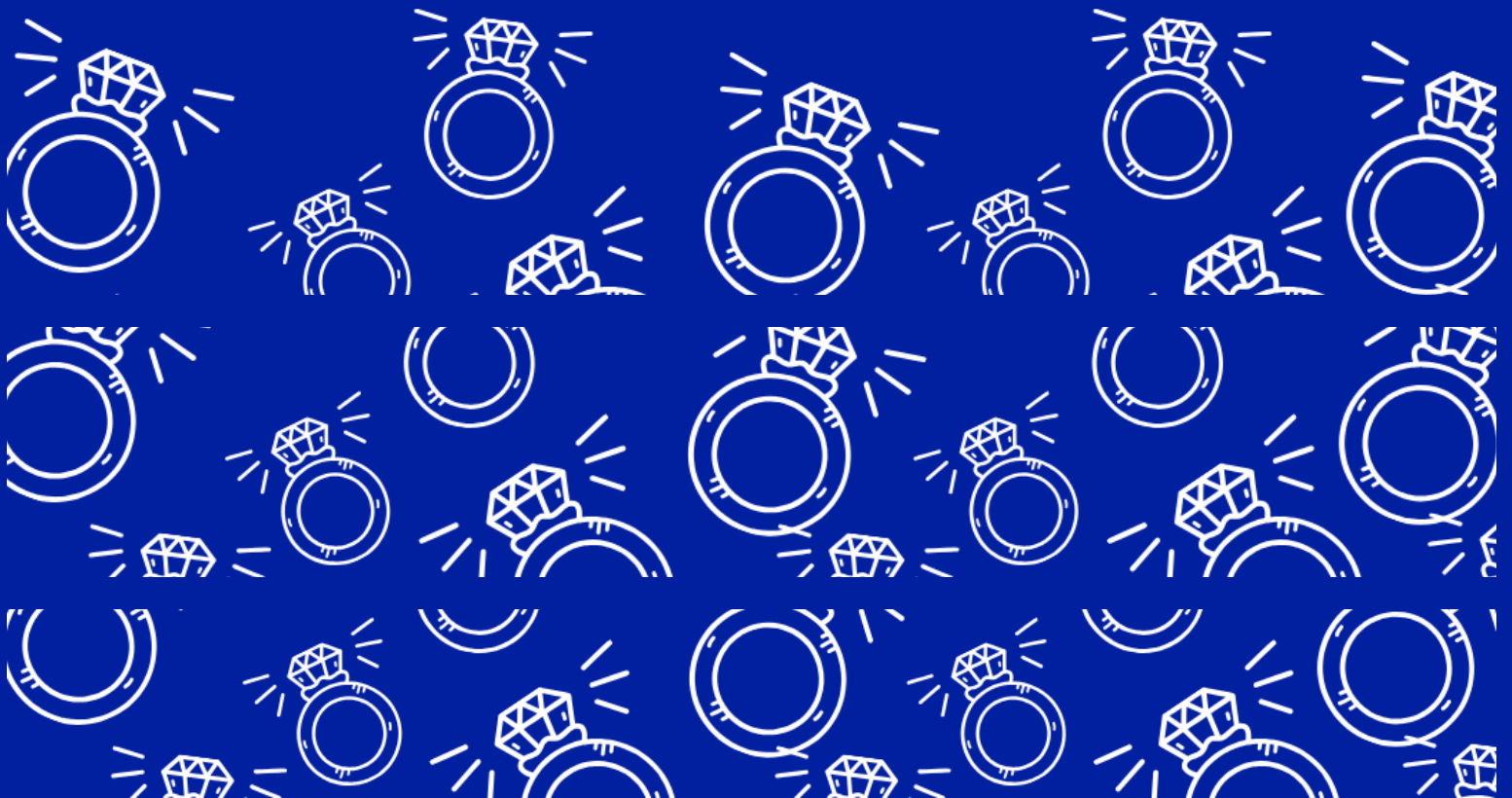
In May 2016, at only 43 years old, Damon was diagnosed with Stage IV colon cancer. Since then, Damon has undergone over four thousand hours of chemotherapy, multiple surgeries, and approximately one hundred radiation treatments to his colon, liver, lung and brain. Currently, Damon continues to treat for cancer, but he still lives life to the fullest.

Damon has been involved with the Colon Cancer Prevention Project since March 2018.

GET READY TO SPARKLE AT BOTTOM'S UP BASH!

How It Works:

1. Buy your light up ring from the Bling Ring table at the Bash
2. Your ring acts as a raffle ticket
3. Winner announced at the end of the night!



HAPPENING NOW



AUCTION ITEM: LIVE PAINTING

Local artist Ben Reynolds will be LIVE at Bottom's Up Bash 2024, capturing a beautiful Derby scene on canvas!

One lucky Bottom's Up Bash attendee will take home this masterpiece to treasure forever!

**Colon cancer is the
2nd leading cause of
cancer death in the U.S.**

It's also 90% preventable.

If you're 45 or older, or have symptoms or a family history of colon cancer, it's time to schedule a colonoscopy. It's private, it's painless and the procedure takes less than 30 minutes. And it's even more important when you consider that in its early stages, colon cancer has virtually no symptoms. Don't hesitate to discuss your colonoscopy with your primary care provider.

UofL Physicians

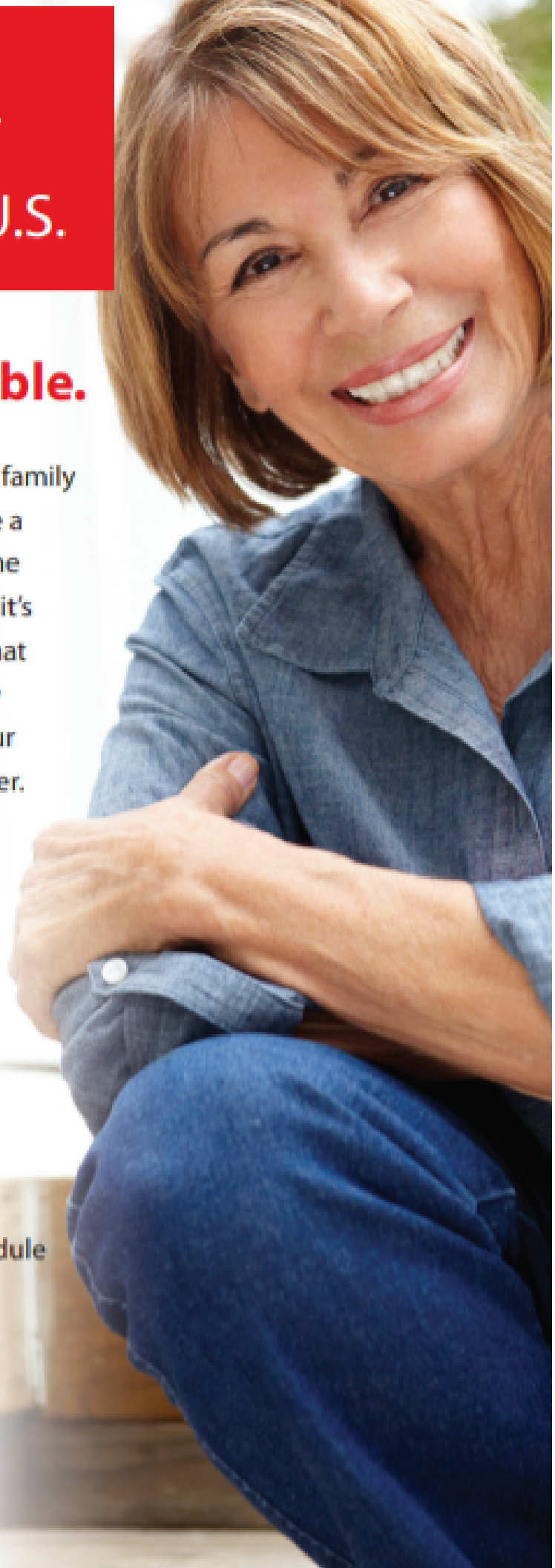
UofL Health

THAT'S THE POWER OF U

If you've been diagnosed with cancer, schedule an appointment with UofL Health – Brown Cancer Center: **502-562-HOPE (4673)**

Call **502-588-4343** to find a primary care provider.

UofLHealth.org





Baptist Health is proud to share the Colon Cancer Prevention Project's mission to make colorectal cancer a disease of the past.

Talk to your doctor about on-time screening.

4000 Kresge Way
Louisville, KY 40207
(502) 897-8100
baptisthealth.com/louisville

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Learn more at
NortonHealthcare.com/DefeatCancer.

Look for the 



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Committed to Outstanding Patient Care and Clinical Outcomes

We seek to exceed the expectations of patients and physicians in every surgical procedure performed at our facility. We put Clinical First[™].



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DNA is in our blood

Natera™ is a global leader in cell-free DNA (cfDNA) testing, dedicated to oncology, women's health, and organ health. We aim to make personalized genetic testing and diagnostics part of the standard of care to protect health and inform earlier, more targeted interventions that help lead to longer, healthier lives.



**EXACT
SCIENCES**



SHIRLEY'S WAY

"People Helping People"

need tech support?



Find someone in an orange shirt. Our friends from Qtego are here to assist you!

QTEGO
Auction Services

2024
SAVE THE DATES

Kicking Butt 5k

Waterfront Park
9.14.23

Jack Nicholson
Colon One Golf Scramble

Audubon Country Club
9.23.23

TICKETS ON SALE SOON AT
COLONCANCERPREVENTIONPROJECT.ORG

Don't put it off.

Scan here to learn the symptoms
and plan your prevention.

