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ART CENTER COLLEGE OF DESIGN STUDENTS CREATE NATIONWIDE COLORECTAL CANCER AWARENESS CAMPAIGN LAUNCHED THIS MONTH BY THE AMERICAN CANCER SOCIETY

More Than 60 Organizations Utilize “Family PLZ!” Campaign To Increase Colorectal Cancer Screening Rates During National Colorectal Cancer Awareness Month

March 8, 2012 Pasadena, Calif. – A mixed media campaign to promote colorectal cancer screening, spearheaded by Art Center College of Design, The American Cancer Society and the Mayo Clinic Center for Innovation, has been adopted by more than 60 organizations affiliated with the National Colorectal Cancer Roundtable and launched in conjunction with National Colorectal Cancer Awareness Month, it was formally announced today by Mariana Amatullo, Vice President of Designmatters at Art Center.

“Art Center is pleased to develop this national effort to increase colorectal cancer awareness and promote the importance of family history and screening. It’s a testament to the work of our superb faculty and talented students and our emphasis in rigorous design research methodologies and close collaboration with scientific experts that this campaign has been so well received by the American Cancer Society and its partners,” said Ms. Amatullo.

Art Center Provost, Fred Fehlau, added, “Family PLZ!, a collaboration between our Designmatters and Graphic Design Departments, specifically promotes the work of our students in the realm of interaction design. The project is an example of Art Center's commitment to expanding the role of design in culture and our lead in developing new practices as technologies become available and ubiquitous. The success of this campaign, the recent Interaction Design Award received by our students, and other significant recognition underscores the value of the new Interaction Design program we’re launching in the Fall.”

Initially launched in Fall 2011, with renewed support during National Colorectal Cancer Awareness Month that is being observed throughout March 2012, the Family PLZ! campaign uses contemporary media channels and social networks to promote family history as a key factor in the need for colorectal cancer screening. The campaign targets people ages 18 to 45 with a message about understanding family health history, and focuses on the goal of increasing screening adherence. The campaign encourages young people to start talking to family members about their family history of colorectal cancer or polyp and spurs young people to take the action step of “searching and sharing their family's health history,” while reiterating the message that colorectal cancer screening should begin at 50 for those without a family history. For more information about the campaign, visit familyplz.org.

Family PLZ! was designed by Graphic Design, Advertising and Graduate Media Design students in a transdisciplinary studio class led by faculty members Dirk-Mario Boltz, Jason Brush and Allison Goodman. Students and faculty worked with the Mayo Clinic Center for Innovation and the American Cancer Society with communication research support by scientists from the University of Southern California School for Communication and Journalism, under the guidance of Art Center’s distinctive social impact department, Designmatters, and the College’s Graphic Design department.

About Designmatters at Art Center

As an educational department and Concentration at Art Center, [Designmatters](#) partners with every discipline to focus on art and design education with a social impact agenda and "real-world" outcomes. The work is implemented through a series of unique partnerships and alliances with global development agencies, government groups, academic institutions, local and national non-profits and leading industry. Through Designmatters, students are invited to apply their talent, creativity and toolbox of skills to address some of the most critical humanitarian and social challenges of our time with empathy, discipline, and unwavering optimism to effect change.

About Art Center College of Design

Founded in 1930 and located in Pasadena, California, [Art Center College of Design](#) is a global leader in art and design education. Art Center offers undergraduate and graduate degrees in a wide variety of art and design disciplines, as well as public programs for all ages and levels of experience. Renowned for its professional rigor, ties to industry and social impact initiatives, Art Center is the first design school to receive the United Nations' Non-Governmental Organization (NGO) status. Both [DesignIntelligence](#) and [U.S. News & World Report](#) consistently rank Art Center's industrial design programs as #1 and [BusinessWeek](#) regularly features Art Center among the world's top design schools. [U.S. News](#) also ranks Art Center's art and media design programs in the top twenty Grad Schools. Throughout the College's 80-year history, Art Center's alumni—a network of more than 18,000 artists and designers—have had a profound impact on popular culture, the way we live, and important issues in our society.

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