

For Immediate Release - *Fayetteville NC* --- **The Cape Fear Center for Digestive Diseases (CFCDD) announces its local top sponsorship of the global Relay For Life cancer awareness event for 2014.**

The Cape Fear Center for Digestive Diseases is announcing its sponsorship of The Relay for Life (RFL) Cumberland County. The RFL is a series of events taking place around an overnight casual run/walk at the host site, Village Christian Academy on May 2nd 2014.

The events will begin Friday May 2nd at 6pm with an opening ceremony bringing everyone together to celebrate those winning against cancer and to highlight the fact that fighting cancer is a continuing process, then a survivor lap, then a Luminaria Ceremony and the relay which will last all night.

CFCDD top sponsorship includes a donation from the practice, forming a team (CFCDD Moonwalkers) to participate in the relay, helping to raise money along the way and coordinating promotional efforts.

The Cumberland County Relay for Life sponsorship is a natural fit for the CFCDD as the staff and the Gastroenterologists who work there, are dedicated to fighting cancer every day whether it involves answering questions for their patients, educating the public about screenings and healthy lifestyles or performing the various procedures to detect and treat cancer. Additionally they detect and treat a range of other diseases such as Crohn's, Reflux, ulcer disease, ulcerative colitis, irritable bowel syndrome and more.

Dr. Wesley Jones started practicing in Cumberland County in 1983, and his practice evolved into CFCDD as additional physicians joined the practice to meet the needs of the community and to provide additional gastrointestinal services in a warm and caring environment.

CFCDD doctors Chung, Gupta, Jones, Slehrria and Uslick agree that, "our nursing and ancillary staff is considered as "highly professional and highly personable" by our patients (as demonstrated by survey). Patient education, safety and satisfaction is a shared responsibility and goal of all doctors and staff."

CFCDD member physicians are in the forefront of providing colon cancer screening. They have a significantly higher detection percentage of adenoma polyps (benign tumors that over time may transform into colon cancer) as compared to the National average detection rate. Procedures are performed in a separate, state-of-the-art facility, Digestive Health Endoscopy Center. Providers and staff in this center have been recognized by the American Society for Gastrointestinal Endoscopy (ASGE) for their promotion of quality. ASGE awarded them the Endoscopy Unit Recognition Program.

The physicians and the staff are very supportive of their sponsorship. Practice Administrator, Rita Graves puts it this way, "Everyone at CFCDD is very aware of the successes that early cancer detection and treatment can bring and we welcome this opportunity to promote that to the public." Cary Madrid, Nurse Manager of Digestive Health Endoscopy Center adds, "We are excited to sponsor the local Relay For Life on such a high level. We are committed to making a success of this year's event".

For more information on the event and/or make a donation on behalf of the team, please visit the web page at: www.relayforlife.org/cumberlandnc or contact Rita Graves at (910) 323-2477.