



TRUE
TO
LIFE™

SHARE YOUR COLON CANCER SURVIVOR STORY

DID YOU KNOW THAT THE NUMBER OF
PEOPLE WHO HAVE SURVIVED COLON CANCER
NOW EXCEEDS 1 MILLION?

Olympus, a pioneer and innovator in the development of endoscopy equipment, is proud of the role we've played in contributing to this statistic.

Between now and March 2020, we aim to gather 100 video stories from colon cancer survivors in recognition of Olympus' 100th Anniversary of innovation and excellence. If you or someone you know is a survivor, consider sharing your story to help us stay True to LIFE and build awareness of the importance of screening!

VIDEO GUIDELINES

- Keep your testimonial short: between 30 seconds and 2 minutes
- State your name, location, age bracket (such as "in my 60s"), date diagnosed, and length of time you've been considered disease-free.
- Talk about how the disease was discovered, the treatment, and what you like to do in your free time (hobbies, family, or even just enjoying the peace of mind of knowing you don't have cancer).
- If you're comfortable, please finish with, "Ask your doctor if it's time to get a colonoscopy. It might save your life."
- If creating the video on your own, find a space with natural light and make sure your face is gently lit when recording.
- Send your completed video to the Olympus PR team at public.relations@olympus.com. We will confirm receipt of your video and send you the consent form for your review and signature.

OLYMPUS®

100
YEARS

Let's fight colon cancer together!