

Translation

Awareness Enhancement of Colon Diseases with Display of Giant-Sized Balloon Art, "Japanese Version of a Giant Colon" - "Relay for Life Japan 2010" -

August 30, 2010 (Tokyo) -Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku Tokyo; President: Osamu Nagayama (hereafter, "Chugai")] announced today its co-sponsorship of the event, "Relay for Life Japan" (Organizer: Japan Cancer Society etc.), which is being held to help promote a more proactive public consciousness in the face of cancer. Continuing on from last year, the "Giant Colon", giant-sized balloon art will again be displayed at the locations below. Through the display, Chugai hopes to draw attention to the importance of early detection of colon cancer.

Since 2009, Chugai has engaged in this awareness enhancement activity using balloon art in the shape of a colon, which was created by a European nonprofit organization. It now enters its second year, and for further enhancement a Japanese-version of the "Giant Colon" tailored to Japanese lifestyle and disease trends was newly created under the supervision of Dr. Shinei Kudo, Director of Showa University Northern Yokohama Hospital, and Director of Gastroenterological Center. Walking inside the tunnel-like balloon art, visitors can become familiar with major colon diseases by looking at models of organs and expository boards. Also, a booklet "Must-Know Story of Colon Cancer" is handed out, which is useful for understanding ways to help prevent colon cancer during one's daily life.

Dr. Kudo said,

"The number of patients with colon cancer or inflammatory colon diseases is increasing year by year. Colon cancer is said to be, in most cases, completely curable when detected and treated at an early stage. For early detection, regular checkup is by far the most important."

The "Giant Colon" is scheduled to be displayed at the following venues:

- September 4 to 5 "Relay for Life 2010 in Fukushima" (Fukushima-shi, Fukushima)
- September 11 to 12 "Relay for Life Ashiya 2010" (Ashiya-shi, Hyogo)
"Relay for Life Shizuoka 2010 with Mt. Fuji" (Gotenba-shi, Shizuoka)
- September 18 to 19 "Relay for Life 2010 Kawagoe" (Kawagoe-shi, Saitama)
"Relay for Life in Chiba 2010" (Yachiyo-shi, Chiba)
"Relay for Life Japan 2010 in Shin-Yokohama" (Yokohama-shi, Kanagawa)
- October 9 to 10 "Relay for Life 2010 in Ehime" (Matsuyama-shi, Ehime)
"Relay for Life Japan in Tokyo 2010" (Shinagawa-ku, Tokyo)

As a leading pharmaceutical company in the oncology area, Chugai promotes "the implementation of cancer treatment that allows patients to confront their diseases proactively and with hope". Chugai continuously provides innovative and useful pharmaceutical products and information. It also often holds activities, like the "Giant Colon", in order to contribute to healthcare and society.

[About the Giant Colon]



Height : Approximately 2.4 m, Width: Approximately 2.5 m, Length: Approximately 8.2 m

[The front cover of the booklet "Must-Know Story of Colon"]

