

A pan-European public awareness campaign about early detection of colorectal cancer by three Austrian students has won the 4th AdVenture student competition organised by EACA (The European Association of Communications Agencies) through its European Foundation for Commercial Communications Education, edcom.

The Austrian team's "Don't make excuses" campaign aims to inform people about the necessity and simplicity of preventive colorectal cancer examination, to remove negative prejudices and to show people that making excuses for postponing preventive checkups is not justified.

For more information, please see: www.adventure-competition.eu