

the resilience of the Irish character, a people who never stopped dreaming of a brighter future and never stopped striving to make that dream a reality. Today, Americans of all backgrounds can find common ground in the values of faith and perseverance, and we can all draw strength from the unshakable belief that through hard work and sacrifice, we can forge better lives for ourselves and our families.

The American and Irish peoples enjoy a friendship deepened by both shared heritage and shared ideals. On the international stage, we are proud to work in concert toward a freer, more just world. As we honor that enduring connection during Irish-American Heritage Month, let us look forward to many more generations of partnership. May the bond between our peoples only grow in the centuries to come.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim March 2014 as Irish-American Heritage Month. I call upon all Americans to observe this month with appropriate ceremonies, activities, and programs.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-eighth day of February, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-eighth.

BARACK OBAMA

Proclamation 9085 of February 28, 2014

National Colorectal Cancer Awareness Month, 2014

By the President of the United States of America

A Proclamation

The second leading cause of cancer deaths in the United States, colorectal cancer claims more than 50,000 American lives each year. Because the odds of survival rise dramatically when this cancer is caught early, calling attention to it can save lives. During National Colorectal Cancer Awareness Month, we aim to improve public understanding of risk factors and screening recommendations, reach for better treatments, and set our sights on a cure.

While anyone can get colorectal cancer, the risk increases with age. Nine out of ten cases occur in people over 50 years old, and the likelihood is also greater for people of African-American or Eastern European descent and those with inflammatory bowel disease or a family history of colorectal cancer. Symptoms can include stomach pain, aches, or cramps that do not go away and weight loss without a known cause. Yet many cases have no symptoms, especially early on, when it can be prevented or more effectively treated. That is why it is crucial for people of all ages to discuss colorectal cancer with their doctors and those at risk or between ages 50 and 75 to get regular screenings.

My Administration is funding research to improve prevention and treatment, and to identify the best ways to promote colorectal cancer screening. We are also working to ensure screenings and treatment are

available and affordable for all. The Centers for Disease Control and Prevention funds programs that provide these tests to underserved, at-risk Americans. And under the Affordable Care Act, most health insurance plans cover recommended preventive services, including colorectal cancer screening for adults ages 50 to 75, at no out-of-pocket cost to the patient. Thanks to the health care law, insurance companies can no longer put annual or lifetime dollar caps on essential health benefits or discriminate against people with pre-existing conditions. Americans have their first chance to sign up for affordable, high quality coverage in the Health Insurance Marketplace through open enrollment until March 31st, and annually going forward.

Everyone has a role to play in reducing deaths from colorectal cancer. This month, I encourage Americans to talk to at-risk parents, grandparents, or friends of all ages about getting screened. If we look out for one another, we can better the chances of survival and keep more families whole.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim March 2014 as National Colorectal Cancer Awareness Month. I encourage all citizens, government agencies, private businesses, non-profit organizations, and other groups to join in activities that will increase awareness and prevention of colorectal cancer.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-eighth day of February, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-eighth.

BARACK OBAMA

Proclamation 9086 of February 28, 2014

National Consumer Protection Week, 2014

By the President of the United States of America

A Proclamation

The premise that we are all created equal is the opening line in the American story, and while we do not promise equal outcomes, we have always strived to deliver equal opportunity. When everyone gets a fair shot, does their fair share, and plays by the same set of rules, the best ideas rise to the top and our economy thrives. After 6 years of digging out of a historic crisis brought on by widespread abuses in our financial system, it is clearer than ever that we cannot succeed without strong consumer protections. This week, we remember that our Nation's economy is only as strong as its people, and we recommit to fostering a sense of basic fairness in our marketplace.

Since I took office, my Administration has worked tirelessly to expose deceptive mortgage schemes, crack down on abusive debt collection practices, and ensure an irresponsible few cannot hurt consumers by illegally rigging markets for their own gain. We have taken action to prevent credit card companies from hiding fees in intentionally obscure text and given families access to clear, comprehensive informa-