He Likes Big Butts—and Colorectal Cancer Awareness Too!

"Baby Got Back" rapper Sir Mix-A-Lot releases "Bit Butts" NFTs and raises funds for the Colorectal Cancer Alliance.

March 30, 2022 By Trent Straube

"I like big butts, and I cannot lie…," rapped Sir Mix-A-Lot in the opening to his ode to bodacious booties, "Baby Got Back." The iconic rump shaker celebrates its 30th anniversary May 7, and, as part of the festivities, Sir Mix-A-Lot is giving back—to the Colorectal Cancer Alliance.

Black Americans have the highest incidence (20% higher than most other groups) and mortality rates (40% higher) for this type of cancer in the United States, according to the Colorectal Cancer Alliance.

To raise awareness and funds for colorectal cancer, the grandmaster of dope derrière beats has teamed up with Meta-X studios to sell 6,666 unique hand-drawn "Bit Butt" NFTs (aka nonfungible tokens, a form of digital artwork). Each sale, according to BitButts.com, "triggers a contribution to support colorectal cancer research and education."

What's more, the campaign points out, just as in real life, each Bit Butt is spectacular and unique. Each one is minted at the same price, but some are rarer and more valuable than others. Blue is the official color for colorectal cancer awareness and prevention, and 50 of the 6,666 Bit Butts will be designated as Blue Butts—some of the rarest in the collection.

The campaign officially launches May 9—including an NFT remix of "Baby Got Back"—but you can get off your can and visit BitButts.com now for first crack at the NFTs and other goodies. Visit the web gallery to peep the humorous and clever bounty of digital backsides—you'll laugh your a** off!

In case you need a refresher, here's the original track:

"When the team at META-X showed me what they were doing, it was a no-brainer for me," said Sir Mix-A-Lot in a Deadline article on the campaign. "And as an artist entering this new medium of NFTs, the idea of designing my own branded butts was exciting. Add to it the benefit of raising

funds for a great cause like colorectal cancer, and wow! I hope everyone enjoys grabbing onto some nice NFT booty while helping others at the same time."

We are loving our #nftgiveawaywinners who is up next? #NFTCommunity #nft https://t.co/KVe0qRfX4E

— BitButts by META-X Studios (@BitButts) March 30, 2022

"We are honored that META-X Studios has chosen to support the [Colorectal Cancer Alliance] and a cause that touches millions of lives," added Michael Sapienza, CEO of the alliance. "The mission is to end colorectal cancer through preventive screenings and cutting-edge treatment. Bit Butts will start conversations, heighten awareness of this disease and support programs for patients that will save lives."

March is National Colorectal Cancer Awareness Month. According to the Colorectal Cancer Alliance, it's estimated that 151,030 people will be diagnosed with colorectal cancer this year and 52,580 people will die of the disease.

In addition, colorectal cancer is the third most commonly diagnosed cancer in men and women combined in the United States and the second leading cause of cancer death in men and women.

Visit the Real Health Basics on Colon Cancer to learn more about risk factors, symptoms and treatment.

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