FOR IMMEDIATE RELEASE

October is Breast Cancer Awareness Month

The Power of Pink

LUKFIN, TEXAS (October 1, 2008)...In 2008, it is estimated that more than 182,000 women will be diagnosed with breast cancer within the United States. In comparison, those statistics can be just as startling in Angelina County where approximately 87 women will be diagnosed with the disease this year alone. Memorial Health System of East Texas and the Arthur Temple Sr. Regional Cancer Center encourage you to know the importance of early detection and learn what you can do to increase your chance of survival.

October is breast cancer awareness month. During this month, Memorial Health System of East Texas is placing an emphasis on the importance of annual mammograms and encouraging women 40 and above to talk with their doctor about this simple screening that could save their life. “Breast cancer is the most treatable form of cancer if detected early,” said Bill Malnar, Director of the Imaging Services at Memorial Health System of East Texas. “Memorial offers digital mammography—the most advanced technology for the early detection of breast cancer.”

The hospital encourages women to not only get annual mammograms and perform regular self breast exams, but to also understand the signs and symptoms of breast cancer. “Power of Pink!” has developed into one of the largest public events for breast cancer awareness in East Texas. The luncheon began 15 years ago as the Jan Moore Memorial Lecture, when a handful of women gathered to learn all they could about breast cancer. “When we first began meeting, a few of us would gather in any vacant space we could find at Memorial Hospital, whether it was a meeting room or sitting on the floor in a hallway,” said Barbara Polk, a co-founder and volunteer with the Power of Pink.
Through the years, this small group grew to more than 600 women wanting to know more about this deadly, but treatable disease, and to remember the brave woman who today is responsible for educating thousands of women about the importance of self examinations and mammograms.

“We worked with the hospital to develop a lecture series following the death of local community leader Jan Moore. Jan lost her battle to breast cancer in 1993. Her courage and determination won our hearts, and as a result we wanted to help others know the facts about breast cancer.”

The Power of Pink luncheon not only raises awareness about breast cancer, it raises funds for indigent cancer patients at the Arthur Temple Sr. Regional Cancer Center in Lufkin. “Each year the proceeds from the luncheon and the financial support of our sponsors, allows us to help these special needs patients with medications, travel to the cancer center, and treatment,” said Yana Ogletree, Director of Marketing and Public Relations for Memorial Health System of East Texas.

The Power of Pink luncheon sold out after the first week of ticket sales. “Women truly look forward to this event each year. Through nationally-recognized speakers and local women’s testimonials, Power of Pink motivates and inspires women to take care of themselves,” said Ms. Ogletree.

This year’s event will feature humorist and motivational speaker Sally Baskey. Ms. Baskey also is bringing a friend Ida Mae Fudpucker who is sure to keep the audience laughing. Mar Teres Tea Room will prepare their popular chicken spaghetti, apple walnut salad, and specially-designed iced pink ribbon cookies.

All women are encouraged to show their true colors and wear pink to this year’s luncheon. “We ask that women consider putting on a pink shirt, skirt, dress, or pants to remember those who have fought or continue to battle breast cancer,” said Ms. Ogletree.

Memorial Health System of East Texas currently is selling Power of Pink t-shirts for $15. Again, all proceeds benefit indigent cancer patients here at home. According to Ms. Ogletree, the light pink shirts feature the Power of Pink logo in silver stones. They can be purchased at Memorial Hospital within the marketing department or at the event while supplies last.

“Power of Pink was voted as the best community event by Lufkin Daily readers this year. This year’s luncheon will be no exception as the hospital staff, friends of Jan Moore, and Power of Pink sponsors present information in a fun and motivational setting that is sure to touch and influence the lives of East Texas women,” said Ms. Ogletree.

Cutline:

**About Memorial Health System of East Texas**
As the largest health care system in the deep East Texas area, Memorial Health System of East Texas is a private, not-for-profit hospital that provides care to almost a quarter of a million patients each year. Since its inception in 1949, Memorial Health System has paved the way for quality, innovative health care in East Texas. In fact, Memorial consistently ranks among the nation’s best for exceptional health care and patient satisfaction.

Memorial Health System of East Texas is comprised of four hospitals—Memorial Medical Center—Lufkin, Memorial Medical Center—Livingston, Memorial Medical Center—San Augustine, and Memorial Specialty Hospital, the only rural long-term acute care facility within the area. Memorial offers a wide array of services, including the newly renovated Arthur Temple, Sr. Regional Cancer Center, which has earned a three-year seal of approval with commendation from the Commission on Cancer. Additionally, Memorial is a regional cardiac care center affiliated with the Methodist-DeBakey Heart Center in Houston. The hospital also is known for providing the area’s only comprehensive diabetes center—The Horace C. Polk Regional Diabetes Center. Other centers of excellence include the Temple Imaging Center that offers some of the most advanced procedures in the area, including PET/CT scanning for cancer and Alzheimer’s, 64 Slice CT scanning, Open Bore MRI, 4D Ultrasound, and digital mammography. Other specialty areas include Orthopedic care, Women’s Services, Inpatient and Outpatient Rehabilitation, Homecare, Wound and Hyperbaric Therapy, Kidney & Diabetes Treatment, Sleep Disorders Treatment, and Express Lab. Memorial Health System of East Texas—founded and funded by the people it serves.