



## NEWS RELEASE

For more information contact:  
Gail Wade  
252 535-8111  
[gwade@halifaxrhc.org](mailto:gwade@halifaxrhc.org)

### **Community Support Sought for Digital Mammography** *More than Half the Goal Raised*

**ROANOKE RAPIDS, NC (January 12, 2012)—The Healthcare Initiative to raise funds for digital mammography at Halifax Regional has raised more than half its goal and now is appealing to the community for financial support.**

Last October, the Halifax Regional Foundation announced that it was conducting the Initiative to raise \$650,000. Employees had pledged more than \$117,000 to kick off the Initiative.

“Following the leadership of our employees, our physicians, members of the boards of the Foundation and the Medical Center, our business partners and major donors have demonstrated their commitment to saving lives by making pledges to reach more than half the goal,” said Will Mahone, president of Halifax Regional. “I am genuinely impressed by the generosity that has been shown toward improving the health of women in the community.”

Now, the Foundation is asking individuals/families, businesses and community organizations to contribute to the Initiative, said Hugh Bazemore, a member of the Board of Directors of the Foundation and retired banking executive who is a leader in the Initiative.

“I’ve lived in the community for a long time, and I know the caring nature of the citizens,” Bazemore continued. “We will respond to this great cause—to save lives of women right here at home.” One in eight of our daughters, sisters, wives, mothers and grandmothers will develop breast cancer in her lifetime.

The need for the latest technology to diagnose breast cancer is evident in the region. The death rate from breast cancer is 17 percent higher in our area than the average for North Carolina.

“For nearly 100 years, Halifax Regional has provided the community with services that have saved or prolonged lives,” said Bazemore. “The Medical Center is a major asset of Halifax and Northampton Counties and functions best when we are true partners with the community. This is a tremendous opportunity for the community to help us save more lives.”

Digital mammography is superior technology, which has led to enhanced detection and safety measures for patients.

Digital mammography detects up to 28 percent more cancers than film mammography in women younger than 50 years of age, menopausal and postmenopausal women, and women with dense breast tissue. Digital imaging can detect subtle differences between normal and abnormal tissues and can result in fewer patient follow up procedures.

In our region, there are more than 40,000 women whose average age is 37. Each will need mammograms.

“Now is the time for the community to come together,” Bazemore said. “Just \$20 per woman in our area will fund this Initiative, providing the best technology for our patients.”

Contributions to the campaign are tax deductible. For information, contact Geoffrey Hardee at the Halifax Regional Foundation, 252 535-8476 or visit [www.halifaxregionalfoundation.org](http://www.halifaxregionalfoundation.org).

###