

NEWS RELEASE



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For Immediate Release

HALIFAX REGIONAL CAREGIVERS WEAR PINK

ROANOKE RAPIDS, NC (October 6, 2010)—Halifax Regional is celebrating the 25th anniversary of National Breast Cancer month by wearing pink gloves.

The Medical Center has purchased pink gloves for caregivers to wear as a visible reminder that early detection and prevention is the key to reducing breast cancer.

“Mammography screening remains the single-most effective method of detecting breast cancer in an early-treatable stage,” said Karen Daniels, vice president of nursing. “If all women received regular screenings and mammograms after turning 40, the death rate would fall by another 20 to 30 percent.”

In addition to raising awareness, these pink gloves are helping to provide free mammograms to women who cannot afford them. The manufacturer, Medline, contributes \$1 for every 1,000 Generation Pink gloves purchased to the National Breast Cancer Foundation, an organization that has provided more than 130,000 free screenings since 2004.

Halifax Regional’s Mammography Center is recognized for the personal attention given each patient by its well-trained staff. The Center is accredited by the American College of Radiology.

Breast cancer is one of the most common types of cancer among women and takes the lives of approximately 40, 000 women annually. Breast cancer has many risk factors, including age, genetics, obesity and family history. Women who exercise regularly, maintain healthy diets and have regular visits with their doctors may be less likely to get breast cancer.

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About Halifax Regional

Halifax Regional Medical Center is licensed for 204 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit www.halifaxregional.org.