



FOR IMMEDIATE RELEASE: Oct. 1, 2014

Contacts: Shannon Dininny, Memorial Communications, (509) 577-5051

**October is Breast Cancer Awareness Month
Memorial kicks off month with awareness, fundraising campaign**

YAKIMA – All that pink has a purpose.

Drivers passing 'Ohana Mammography Center on Wednesday will see 300 pink bras and hundreds of tiny pink lights in the trees outside, as Yakima Valley Memorial Hospital and The Memorial Foundation kick off Breast Cancer Awareness Month.

The awareness and fundraising campaign aims to remind women about the importance of self-exams and mammograms and encourages local support for breast cancer services.

All this month, you can stop by 'Ohana at 1515 W. Yakima Ave. to contribute to the foundation's Breast Cancer Fund, which provides scholarships for mammograms for women in need and helps pay for vital diagnostic equipment. In the past, money raised for the fund has helped to pay for a digital mammography machine and 3D ultrasound equipment, among other things.

The campaign also aims to remind women about the need for self-exams and mammograms. One in eight women will be diagnosed with breast cancer, and an estimated 40,000 women will die from the disease in the United States this year, making breast cancer the second-leading cause of cancer death among women, behind lung cancer.

The bras will be taken down from the trees late Wednesday to be donated to the Women's Resource Center of the YWCA of Yakima. The lights will remain up for the month of October.

For more information, visit yakimamemorial.org.

About Memorial

Yakima Valley Memorial Hospital is a 226-bed, acute-care, not-for-profit, community hospital serving Central Washington's Yakima Valley. Memorial Family of Services includes primary care practices and specialty care services, including high-quality cardiac care, a continuum of cancer care, hospice care and advanced services for children with special health care needs. Visit Memorial online at www.yakimamemorial.org or on Facebook (www.facebook.com/yakimavalleymemorialhospital), Twitter ([www.twitter.com/Yakima Memorial](https://www.twitter.com/Yakima_Memorial)) or Pinterest (www.pinterest.com/yvmh). The Memorial Foundation has raised and distributed \$45 million toward innovative health care programs in the Yakima Valley (www.memfound.org).

###