



AN AFFILIATE OF HOSPITAL SISTERS HEALTH SYSTEM



For Immediate Release
September 29, 2011

Contact: Erica Smith
St. John's Hospital
217-544-6464 ext. 44307

Shayne Squires
American Cancer Society
217-523-4503 or 494-6274

REAL MEN WEAR PINK BRINGS TOGETHER COMMUNITY TO RAISE AWARENESS

St. John's Hospital, American Cancer Society partner to remind women to get annual mammogram

SPRINGFIELD -- Now in its sixth year, the "Real Men Wear Pink" campaign will once again ask men from throughout central Illinois to wear pink on Fridays to remind the women in their lives to get their annual mammograms and to highlight the importance of early detection. The 2011 "Real Men" are: Dick Corkery, St. John's Hospital Board Member; Mike Sosa, Food & Nutrition Director; Jeff Hofmann, WFMB-AM News Director; Dr. Tommy Ibrahim, HSHS Hospitalist; Richard Woo, PhD SIU breast cancer researcher; Dr. Timothy Gillison, Springfield Clinic oncologist; Mark Bate, Nudo Products, Pres & CEO; Steve Whitton, breast cancer survivor; and TC Christian, Publisher & CEO, Pure News USA.

Despite studies showing that early detection, when followed by appropriate treatment, saves lives and increases treatment options for breast cancer patients, many women still put off or are reluctant to have an annual mammogram. St. John's Hospital and the American Cancer Society are once again working together with the community to encourage women to start having annual mammograms at the age of 40, or earlier if recommended by their doctor.

St. John's Health Center – South 6th Street offers a convenient, comfortable facility where women can get their annual mammogram. "The ease and convenience of the South 6th location give busy women one less excuse for not getting their mammogram," said St. John's Mammography Manager Janelle Murphy.

During the month of October, a variety of community organizations are joining the effort to raise awareness about the importance of annual mammograms. Groups and businesses that are collaborating with St. John's Hospital and the American Cancer Society to distribute information on mammography and screening guidelines include:

Oct 9 - 2nd annual Girl-A-Thon (GAT) will be held at the Firefighters Club, 2 p.m. to 6 p.m., in Springfield. The event will feature all girl bands, guest singers and a female comedian. In addition, there will be several special surprise guests. Tickets are \$10 per person and kids under 12 get in free.

Proceeds benefit the American Cancer Society's *Making Strides Against Breast Cancer*. More information and a slide show featuring area survivors is available at www.springfieldgirlathon.com, search Girl-A-Thon on Facebook or contact Gwen Harris at 217-280-0203 or 522-3752.

Oct. 15 - 4th annual American Cancer Society *Making Strides Against Breast Cancer* walk will be held at the Illinois State Fairgrounds. Registration opens at 7:30 a.m. at the Commodities Pavilion. Survivors are encouraged to rally at 8:45 a.m., near the pavilion area, for a group photo and pink parade. They will then join together to lead the walk at 9 a.m. No training is necessary for this noncompetitive, inspirational event that raises awareness and funds to fight breast cancer and provides hope to all people facing the disease. The suggested minimum \$200 raised by each participant will help the American Cancer Society continue to lead the way in advancing breast cancer prevention, treatment, patient services and cures. For more information, visit makingstridesillinois.com, makingstridesspringfield.com or call 217-523-4503.

HSHS Hospitals St. Elizabeth's in Belleville, St. Mary's in Decatur and St. Anthony's Memorial in Effingham will also be running Real Men Wear Pink campaigns in those communities.

Funds raised through "Real Men Wear Pink" activities in October will benefit the American Cancer Society's Patient Resource Center, located at St. John's Pavilion. The Center offers individuals facing cancer a wide variety of assistance including information on clinical trials, rides to and from treatment, Reach to Recovery breast cancer support network, free wigs and hats, and Look Good...Feel Better® to help women deal with the side-effects of treatment.

For a complete calendar of events and more information about the mammography program at St. John's Hospital, please visit www.st-johns.org. For more information about American Cancer Society programs, services and events, please call 217-523-4503 or visit www.cancer.org or www.illinoiscancerhelp.org.

About Hospital Sisters Health System

Hospital Sisters Health System is a Roman Catholic health care mission founded to continue the healing ministry of Jesus Christ. Sponsored by the Hospital Sisters of St. Francis, HSHS provides state-of-the-art health care framed in traditional values taught by St. Francis and St. Clare of Assisi. It is dedicated to serving all people, including the poor and the needy, at each of its 13 Local Systems in Illinois (Belleville, Breese, Decatur, Effingham, Highland, Litchfield, Springfield and Streator) and in Wisconsin (Chippewa Falls, Eau Claire, Sheboygan and two in Green Bay). For more information about HSHS, visit www.hshs.org.

###