

**For Immediate Release**

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**Tough Enough To  
Wear Pink of Montana**

# Press Release

## **Tough Enough To Wear Pink of Montana: Putting a squeeze on breast cancer.**

Three counties participate in the 2011 FREE mammogram day.

Although breast cancer death rates among women have been decreasing steadily since 1990 due to earlier detection and better treatments, mammography rates are now declining according to a recent study. This raises cause for concern, as studies continue to show that one of the most important ways to make strides in the fight against breast cancer is to ensure that women continue getting their yearly mammogram, which can detect cancer at its earliest, most treatable stages. Unfortunately, millions of women are missing potential lifesaving breast cancer screening due to lack of insurance.

“As we continue to stress the importance of mammograms, it is also important to raise the issue of access to the proper screenings for the disease,” said Lynne Sholty, Vice President for the non-profit foundation Tough Enough To Wear Pink of Montana (TETWP of MT). “As critical as mammograms are, it is of great concern to make sure all women can get a mammogram without worrying about cost. Every woman deserves a mammogram every year. That’s why TETWP of MT and its participating hospitals, Marcus Daly Memorial Hospital in Hamilton, Advanced Imaging at Community Medical Center, St. Patrick’s Hospital, and Mineral County Hospital in Superior, are working to ensure that all women have access to this lifesaving screening.”

*Putting a Squeeze on Breast Cancer* is a one day event offering men and women the opportunity to receive a free mammogram thanks to the fundraising efforts, sponsors and donors of Tough Enough to Wear Pink of Montana. To be held May 5<sup>th</sup>, individuals are encouraged to call and schedule their mammogram in advance with Alta at Partnership Health Services 258-4168.

In addition to the annual mammogram day, TETWP of MT also offers grant assistance to individuals diagnosed with breast cancer to help offset costs of travel, treatments and living expenses. Applications for grant assistance can be obtained by visiting their website at [toughpinkmontana.org](http://toughpinkmontana.org).

Tough Enough to Wear Pink of Montana is dedicated to providing funding for breast cancer awareness, education, screening, support and further diagnosis for Montana women and men. Started as a committee of the Missoula Stampede Rodeo, TETWP of MT has grown into a stand-alone 501(c)3 non-profit Montana corporation. TETWP of MT holds fundraising and awareness events and provides assistance across the Treasure State. One of their primary goals is to ensure that money raised in a community stays in that community - neighbors helping neighbors.

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