

Mammograms save lives

Mammograms save lives— spread the word.

That's the message residents will see on bright pink ads at various locations throughout Halton in October.

Halton Region is joining health units in central west Ontario and other partners to acknowledge Breast Cancer Awareness Month by taking the message to the streets with eye-catching billboards, mall and bus posters.

"Cancer is a devastating disease that affects too many Ontarians every year," said Halton Regional Chair Gary Carr. "This year in Ontario, an estimated 8,900 women will be diagnosed with breast cancer, and an estimated 2,100 women will die of the disease."

The ads are an expansion of the 'Be a Breast Friend' project (www.beabreastfriend.ca), which recruits hair

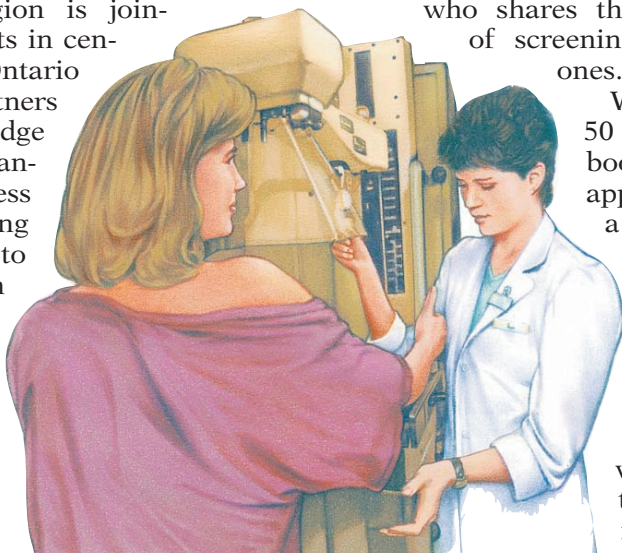
stylists to spread the early detection message to their clients, and encourages everyone to be a Breast Friend— someone who takes the time for their own breast screening or someone who shares the importance of screening with loved ones.

Women aged 50 and older can book their own appointments for a free mammogram at their local Ontario Breast Screening Program location.

Once a woman joins the program, mammogram results are

shared directly with her and her physician and women automatically receive an invitation to come back in two years.

To book a mammogram appointment or find an Ontario Breast Screening Program location in your area, call 1-800-668-9304 or visit www.cancercare.on.ca.



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