

# **PRESSRELEASE**

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[www.emichigancity.com](http://www.emichigancity.com)

## **For Release on October 1st**

**Date:** September 21, 2004

### **Cancer Awareness in Michigan City**

**Michigan City, IN** (October 1, 2004) October is National Breast Cancer Awareness Month, and Mayor Chuck Oberlie and his fellow mayors across the country recognize that breast cancer is the most commonly diagnosed non-skin cancer among women in America.

The Mayor's Campaign Against Cancer urges women to take responsibility for their breast health and promotes October 15 as National Mammography Day. Mammograms are the best available method to detect breast cancer in its earliest, most treatable stage - an average of one to three years before a woman can feel a lump. Mammography also locates cancers too small to be felt during a clinical breast examination.

Nationally, close to 216,000 women will learn they have the disease in 2004, and over 40,000 women will lose their lives to it. African-American and Hispanic women are disproportionately affected by breast cancer deaths.

"Breast cancer is not just a woman's disease," Mayor Oberlie noted, "because men and children and entire families are devastated when breast cancer takes a loved one."

Mayor Oberlie continued, "There is no better time than October, during National Breast Cancer Awareness Month for Michigan City women to talk with their healthcare providers about maintaining their breast health and seeking mammography."

The mayor said that his concern led him to become a member of the U.S. Conference of Mayors' national cancer awareness initiative. "Close to 250 mayors across America have joined together to urge women to seek mammography. In particular, we are making eligible uninsured and underinsured women aware of the free mammography program under the National Breast and Cervical Early Detection Program that is administered by state health departments and supported by the U.S. Centers for Disease Control and Prevention," he said.

The Mayor's Campaign Against Cancer sponsors many awareness-raising events throughout the year; funds donated during these events are donated to the American Cancer Society for use in our immediate area. The calendar of upcoming events includes:

## October

### Community in Pink

City residents and businesses are requested to decorate their windows with pink ribbons and pink lights in honor of those who fight breast cancer today and in memory of those who lost their battle with cancer. Photos will be taken of houses and businesses with pink lights and featured on the city website.

October 2 10AM

### 2nd Annual Plunge for the Cure at Washington Park Beach

It's time to go jump in the lake again! Those who plunge (fingers, toes, or entire bodies) into Lake Michigan will be able to register for prize drawings. Donation collection forms are available at the Mayor's Office, at the Parks & Recreation Office and at the Library; anyone who donates \$100 or more will receive a free t-shirt with the Plunge logo, printed by world-famous artist, John Lucas. Come join the fun - whether it's to plunge in or support those who go in the water.

October 17

### Pink Ribbon Sunday

This project will be celebrated in congregations throughout Michigan City on Sunday, October 17. Religious leaders were invited to receive packets of information about the importance of early detection, as well as a list of locations in our community where free or reduced-cost screening tests are available to women who qualify for the program, at a garden tea at Barker Mansion in September. This information will be provided to congregation members on October 17. Religious leaders who were unable to attend the garden tea may pick up the packets of information at City Hall.

## November

### Great American Smoke Out

Research shows that smokers are most successful in kicking the habit when they have some means of support, such as nicotine replacement products, counseling, prescription medicine to lessen cravings, guide books, and the encouragement of friends and family members.

Despite that, only about one in seven current smokers reports having tried any of the recommended therapies during their last quit attempt. Telephone quit lines are a convenient new resource, available for free in many states.

#### Here are some compelling reasons to stop smoking:

- 5,000,000+ good reasons: The number of children alive in America today who will die of tobacco-related diseases, unless smoking rates decline
- 400,00 good reasons: The number of Americans who die each year from smoking-related diseases
- 40,000 good reasons: The number of Americans who die each year from other people's smoking
- 82+ billion reasons: The value of monetary productivity lost each year due to smoking
- Because tomorrow, more than 3,000 kids will smoke their first cigarette. Chances are one of them will be someone you know.

Visit [http://www.cancer.org/docroot/PED/ped\\_10\\_4.asp](http://www.cancer.org/docroot/PED/ped_10_4.asp) for information on how to plan your Quit Day and where to find additional support for your decision to stop smoking.

**February 20, 2005**  
**Spaghetti Supper**

Countryside Christian Church from 4PM to 7PM  
Fundraiser for Relay For Life

**April, 2005** (date to be determined)

**Bowling for Hope**

Fundraiser for Relay For Life

**May 22, 2005**

**Cruisin' For A Cure**

27-mile car cruise from LaPorte County Fairground in LaPorte to Rag Tops Museum in Michigan City. ALL cars, trucks, motorcycles and other motorized vehicles are eligible for entrance in this awareness-building event! Entry fee is just \$10 per vehicle or, if you don't participate in the cruise, \$10 per person at the museum. This year the Mayor's Campaign Against Cancer will hold a raffle for a used car donated by Hirsh Ford Lincoln Mercury - details will be publicized in March 2005. All funds go to Relay For Life, an American Cancer Society fundraiser, and are used in our area. Sock hop, food and beverages at the Senior Center following the cruise. Live music.

**June 17-18, 2005**

**Relay For Life**

First team captain meeting to be held January 11, 2005 at the Coolspring Volunteer Fire Department

Team Captain meetings are the second Tuesday of each month. For further information on Relay For Life 2005, please contact Laura New at (219) 873-1506 or the LaPorte County Chapter of the American Cancer Society at (866) 522-2111.

Anyone who would like to volunteer to work with the Mayor's Campaign Against Cancer committee should contact Jan Kostielney at 219/873-1400 X350 or via email at [jkostielney@emichigancity.com](mailto:jkostielney@emichigancity.com).

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**Janet L. Kostielney**

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