

PRESSRELEASE

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www.emichigancity.com

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Plunge For The Cure Donates over \$2100.00 to American Cancer Society

Michigan City, IN (October 2, 2004) –Seventy Five attended of which Thrity-One people came to Washington Park Beach on October 2nd took the plunge into Lake Michigan and participated in the Second Annual Plunge For The Cure. A fundraiser for the Mayor's Campaign Against Cancer, the event is part of a year-long program to bring public awareness of the value of early detection and treatment.

Mayor Oberlie said, "There may be no family in our community which hasn't been touched in some way by cancer. The goals of this campaign are to increase awareness and knowledge regarding breast and prostate cancer, early detection, risk factor reduction and early treatment intervention. Among other projects, we work with the American Cancer Society and local healthcare providers to notify the community about resources for low-income women and men which provide them with access to mammograms and prostate cancer screening. It is important that healthcare providers, non-profit organizations and other community members network to provide outreach into the community regarding cancer awareness and intervention."

Mayor Oberlie said, "Creating awareness of the importance of early cancer detection techniques offers a unique opportunity for mayors to inspire individual and community action by providing essential information and resources. The Mayor's Campaign Against Cancer includes many projects that involve the entire community, fostering the delivery of pertinent information. We have added a permanent section to our city website, www.emichigancity.com, that includes information on cancer, self exams, and much more."

(Click on "Mayors Campaign Against Cancer" in the News section on the right side of the screen.)

"More than \$2500 in prizes were given out at the Plunge," said Laura New, Mayor's Campaign Against Cancer committee member and chair of the LaPorte County Relay For Life. "People who donated \$100 or more to the American Cancer Society received an event t-shirt imprinted with a logo designed by John Lucas, a local artist who is known world-wide for drawing Archie, Jughead and Barbie. We gave away ___ t-shirts which were provided by Faith Walkers and JK Enterprises."

Everyone who participated by getting toes or fingers or more wet in the lake received a certificate of appreciation, signed by Mayor Oberlie. Everyone who attended the event received a certificate

for coupons from Lighthouse Place Premium Outlet Center worth several hundred dollars.

New said, “The generous people who came to the lakefront and participated in Plunge For The Cure donated more than \$2,100.00, all of which was given to the American Cancer Society for use in providing services here in our own community.”

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