

PRESSRELEASE

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Mayor's Campaign Against Cancer

Michigan City, IN (September 2, 2003) - Michigan City has received a Five Star Investor Award from the American Cancer Society. These awards are for worksites active in fighting cancer on multiple fronts through the American Cancer Society At Work program.

Mayor Chuck Oberlie said, "The City of Michigan City is honored to be recognized as a "Five Star Investor" by the American Cancer Society, an organization that offers hope to so many people. We have joined with communities across the nation and the U.S. Conference of Mayors in promoting a broad community-wide awareness campaign under the direction of the American Cancer Society to address breast and prostate cancer concerns."

September is Prostate Cancer Awareness Month, October is Breast Cancer Awareness Month, and November is the Great American Smokeout.

"The goals of this campaign," said Mayor Oberlie, "are to increase awareness and knowledge regarding breast and prostate cancer, early detection, risk factor reduction and early treatment intervention. Among other projects, we will 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 section to our city website, www.emichigancity.com, that includes information on cancer, self exams, and much more."

The actions taken by the City of Michigan City which lead to the city receiving a Five Star Investor Award include:

- Providing access to cancer information by promoting the American Cancer Society's toll-free phone number and website;
- Offering insurance coverage and/or reimbursement to employees for cancer-related screenings;
- Participating in the Relay For Life;
- Promoting a smoke-free workplace;
- Participating in the Tell-A-Friend program;
- Providing a minimum of 100-volunteer-hours to the American Cancer Society in one year.

"The Mayor's Campaign Against Cancer includes a variety of events beyond those which resulted in the Five Star Investor Award," said Mayor Oberlie. "These events include public service announcements on Channel 48 and on WEFM, televised discussion panels with local health-care professionals, self-exam instruction cards handed out to citizens at local stores on the morning of September 27th, a brown-bag Lunch & Learn on November 12th that is open to the public, and two very unique projects which require community participation. The calendar of events will be listed on the city's website and will be mentioned in the News-Dispatch and on WEFM radio."

The first of those unique projects is "Community Project in Pink," which will be held at Patriot Park at 10:00 a.m. on Saturday, October 4th. "Come to Patriot Park wearing a pink top," said Mayor Oberlie, "and you will have an opportunity to participate in a memorable event. The Michigan City Fire Department's ladder truck will be on site, and a firefighter at the top of the ladder will direct the hundreds of participants into forming a living breast cancer awareness pin in pink. We are inviting neighborhood groups, church and school groups, scouting groups, sports teams, youth and senior groups, City Council members, City employees, board and

commission members, and everyone who lives, works and plays in Michigan City to put on a pink top—even just for the time it takes to snap the photo—and join us. Refreshments will be served to the participants, and the American Cancer Society will be on site to hand out brochures and pink pins.” The photograph of the resulting “human breast cancer pin” will become the logo for the Mayor’s Campaign Against Cancer in coming years.

Plunge For The Cure” is scheduled for 10:00 a.m. on Saturday, October 25th at the Washington Park Beach. Participants can pick up registration forms at the Mayor’s Office in City Hall, the Parks & Recreation Department in Washington Park, and at the Michigan City Public Library. The form can also be printed from the city’s website at www.emichigancity.com. “Plungers” will secure donations, all of which will be given to the American Cancer Society for use in our area. Those participants who donate \$100 or more will receive a t-shirt with the “Plunge For The Cure” logo, designed by world-famous artist John Lucas, printed on the front. All participants will receive a Certificate of Appreciation signed by Mayor Oberlie, and their names will be put into a drawing for a special prize consisting of gifts donated by area merchants and organizations.

“This prize basket will include a family membership to the Washington Park Zoo, four tickets to the 2003 Barker Christmas Tour, and gifts from several local merchants,” said Mayor Oberlie. “It’s worth at least sticking your toe into Lake Michigan.”

“Plungers” can, indeed, just stick their toe or fingers into Lake Michigan, but they can also choose to stick in a leg or plunge their entire body into the cooling waters of the Great Lakes.

“Cancer is a disease that has, sadly, had an impact on nearly every family in our community,” said Mayor Oberlie. “By providing information and educating people about local opportunities for free or reduced-cost screening tests, the Mayors Campaign Against Cancer will have helped contribute to the health and safety of Michigan City’s most precious resource—our people.”

Visit www.cancer.org or call the American Cancer Society’s toll free number 866/522-2111. You can contact the local office of the American Cancer Society in Mishawaka, Indiana at 574/257-9789. For information about the Mayor’s Campaign Against Cancer and the activities planned to raise awareness and funds for the American Cancer Society, contact Jan Kostielney at 219/873-1400 X350 or via email at jkostielney@emichigancity.com.