



NEWS RELEASE

For Immediate Release

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St. Luke's Magic Valley Women's Center Celebrates Breast Cancer Awareness Month Walk-in Screening Mammograms are available every Friday

Twin Falls, ID (October 12, 2007) – In recognition of Breast Cancer Awareness Month, St. Luke's Magic Valley Women's Imaging Center reminds Magic Valley women that walk-in screening mammograms are available every Friday at the Women's Imaging Center (762 North College Road * Naples Building) in Twin Falls. Walk-in mammograms are available Fridays between 7 a.m. – 5 p.m. as a convenience to women in our community, and to increase opportunities for women to access screening mammograms.

Idaho has the lowest rate in the U.S. of women age 40 and over getting annual mammograms, at only 45.5%. We need to do much better. One in eight women will be diagnosed with breast cancer. Early detection of cancer, before it has spread, greatly increases the chances for survival and cure. Annual screening mammograms are necessary to detect cancer at its earliest stages, and save lives.

During October all women who come in for mammograms, whether by appointment or on one of the Friday "Walk-in Days" will be entered into Breast Cancer Awareness Month drawings for gift certificates and other donated items. October 15, 17 and 19, Breast Cancer Awareness Month refreshments will also be served. For more information call 933-4050.

St. Luke's Magic Valley opened its doors in 1908. Today, this 213-bed community hospital serves the health care needs of people from eight southern Idaho counties and parts of northern Nevada. St. Luke's Magic Valley provides inpatient and outpatient surgery, 24-hour emergency services, cancer treatment, imaging, the Canyon View Psychiatric and Addiction Services, and women's and children's health care.

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