



NEWS RELEASE

For Immediate Release

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Twin Falls County Fair Health Screening & Awareness Booth

Sponsored by St. Luke's Magic Valley & the Office of Senator Mike Crapo

Twin Falls, ID (August 24, 2007) – St. Luke's Magic Valley Regional Medical Center and Senator Mike Crapo in partnership with St. Luke's Mountain States Tumor Institute are once again hosting health screening and awareness activities in Merchant Building #3 from 10 a.m. – 8 p.m. at the Twin Falls County Fair. Daily activities include blood pressure checks from 1 – 7 p.m., information on hand hygiene and respiratory etiquette, and women can schedule their mammogram at the 900 Women table in the booth.

Featured Events:

Wednesday, August 29 – Friday, August 31

Senator Mike Crapo Prostate Cancer Screening:

Prostate Screenings will be offered from 2 – 8 p.m., Wednesday, August 29 through Friday, August 31 only. The screening is free and includes a blood draw and physician exam (both are required).

Wednesday, August 29

Hospital Construction Update:

From 12 – 8 p.m., view renderings of our new hospital, and hear the most current information from the experts.

Thursday, August 30:

Tough Enough to Wear Pink Night at the Magic Valley Stampede:

Wear pink to the rodeo to support breast cancer awareness and honor breast cancer survivors. Rodeo contestants who win their event wearing pink will win \$125 added money. Sponsored by LaRue Veterinary Clinic, Ataraxis Accounting & Advisory Services, Wills Inc, Plant Foods Inc, Tack N Stuff and D&B Supply. Official Tough Enough to Wear Pink western wear can be purchased at D&B Supply in Twin Falls and Jerome with a portion of your purchase benefiting the 900 Women mammography campaign. All other proceeds of the event, including the silent auction for a fleece Tough Enough To Wear Pink blanket, will also benefit the 900 Women mammography campaign in the Magic Valley. Gates open at 6 p.m. & Rodeo starts at 7:30 p.m.

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Saturday, September 1 – Monday, September 4:

5-A-Day Taster's Table:

Presented by St. Luke's Clinical Nutrition, 10 a.m. – 8 p.m. Sample healthy recipes and learn tips to help prevent disease through nutrition.

St. Luke's Magic Valley Regional Medical Center 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 Regional Medical Center 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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