



## Press Release

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### **Title: Brake for Breakfast Kicks of Breast Cancer Awareness Month**

The 2nd Annual *Brake for Breakfast* sponsored by The Hospital Cooperative (THC) is set for Wednesday, October 1<sup>st</sup> in 14 regional communities. **Hospitals in southeast Idaho as well eastern Wyoming are sponsoring the event to teach women about preventing breast cancer.** The hospitals, all members of THC, have joined forces to raise breast cancer awareness. Participating hospitals include:

Bear Lake Memorial Hospital, Montpelier, ID  
Bingham Memorial Hospital, Blackfoot, ID  
Caribou Memorial Hospital, Soda Springs, ID  
Franklin County Medical Center, Preston, ID  
Harms Memorial Hospital, American Falls, ID  
Health West Clinics, McCammon, ID  
Lost Rivers Medical Center, Arco, ID  
Madison Memorial Hospital, Rexburg, ID  
Minidoka Memorial Hospital, Rupert, ID  
Oneida County Hospital, Malad, ID  
**Portneuf Medical Center, Pocatello, ID**  
St. Benedicts Family Medical Center, Jerome, ID  
Star Valley Medical Center, Afton, WY  
Steele Memorial Medical Center, Salmon, ID

**Locally, the event will be Wednesday, October 1<sup>st</sup> at Portneuf Medical Center East Campus, 957 Hospital Way from 7:00 a.m. until 10:00 a.m.**

MORE >>>

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*Brake for Breakfast* is a “drive-through” event scheduled early enough so that women on their way to work or dropping kids off at school can participate. *Breakfast Junction* is the first stop where each woman will receive a brown bag breakfast. At *Information Way* she receives important information on breast cancer awareness. *Pink Place* is where each woman receives a free pink gift a reminder to get a regular mammogram.

**“The event has been a huge success with state-wide recognition,” says Portneuf Brake for Breakfast organizer Gail Mikesell. “This regional Brake for Breakfast program won the 2008 Health Care Hero Award for Community Outreach from Idaho Business Review.”**

Mikesell says the ultimate goal is to remind all women to do monthly self-breast exams and to get a mammogram yearly after age 40. While there is no cure for breast cancer, survival rates are very high when diagnosed early.

For more information about covering Brake for Breakfast 2008 call Ann Swanson 239 -2121 or 251-2768.

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