



Portneuf Medical Center
651 Memorial Drive, Pocatello, ID 83201
1-208-239-1000, www.portmed.org

**FOR
IMMEDIATE
RELEASE**

FOR IMMEDIATE RELEASE

Contact: Brad Huerta
Director of Public Affairs
Portneuf Medical Center
208-239-1052
208-251-2768 (C)

***Portneuf Medical Center's 11th Annual
"Brake for Breakfast" will be Wednesday, October 6th.***

October is Breast Cancer Awareness Month, and every three minutes a woman is diagnosed with breast cancer.

Portneuf Medical Center's *Brake for Breakfast* is a "drive-through" public event scheduled on **Wednesday, October 6th from 7-10AM**. It's specifically designed for today's busy woman to promote breast cancer awareness. A morning breakfast can be picked up at *Breakfast Junction*. At *Information Way* receive important information on breast cancer and women's health. Finally, a free pink gift, a reminder to get a regular mammogram, awaits participants at *Pink Place*.

"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."

The ultimate goal is to remind women to do monthly self-breast exams, to have routine breast exams annually by your health care provider and to get a mammogram yearly after age 40. While there is no cure for breast cancer, if diagnosed early chances of survival are high.

Brake for Breakfast is located at Portneuf Medical Center's Education Center just south of Quail Ridge near the East Campus Hospital, 957 Hospital Way. Watch for flaggers directing traffic onto Slate Mountain Road. At PMC's West Campus, the event will be a "walk through" in the Skywalk.

For more information about covering Brake for Breakfast 2010 call Brad Huerta 239 -1052 or 251-2768.

###

About LHP Hospital Group, Inc.:

LHP Hospital Group, Inc. (LHP) is a privately held company established to provide essential capital and expertise to not-for-profit hospitals and hospital systems with which it forms joint ventures to own, operate and manage acute care hospitals. Headquartered in Plano, Texas, LHP is owned by affiliates of private equity firm CCMP Capital Advisors, LLC, and the CPP Investment Board, as well as members of management and the board of directors.

www.lhphospitalgroup.com

About Portneuf Medical Center:

Portneuf Medical Center (PMC) is an acute care facility with 250 licensed beds, and has served the regional health care needs of southeast Idaho since 1907. It is accredited by the Joint Commission on Accreditation of Healthcare Organizations and is licensed by the State Department of Health and Welfare.

www.portmed.org

