



Where Care and Compassion Reside

Portneuf Medical Center

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**Portneuf Medical Center's "Break For Breakfast"
Celebrates its 10th Anniversary!**

October 7th Event Will Mark a Decade of Breast Cancer Awareness

Pocatello, ID (September 25, 2009) October is Breast Cancer Awareness Month. An estimated 192,370 women will be *diagnosed* and 40,170 women will *die* of breast cancer in 2009.

Portneuf Medical Center's *Brake for Breakfast* is a "drive-through" public event scheduled on **Wednesday, October 7th from 7-10AM**. It's specifically designed for today's busy woman to promote breast cancer awareness. A morning snack 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.

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