

August 23, 2005

FOR IMMEDIATE RELEASE

For information contact:

Kristie Young, Media Relations Coordinator

(409) 833-3663

The Julie Rogers “Gift of Life” Program Celebrates Providing 10,000 Mammograms Since Its Inception

The Julie Rogers “Gift of Life” Program recently provided its **10,000th** free mammogram to **Arlene Conn** of Vidor. To mark this special milestone, the “Gift of Life” presented Conn with a special prize package valued at more than **\$2,000**.

After receiving her mammogram at Memorial Hermann Baptist Hospital in Beaumont, Conn was surprised when “Gift of Life” representatives gave her balloons and flowers, signifying she is the winner of an incredible prize package that includes a four-night, three-day cruise to Cozumel provided, in part, by **Carnival Cruise Lines** and **Cameo-Sabine Travel**; a new outfit, shoes, purse, and fashion jewelry from **Foley’s**; a pampering package from **Jeneal International**, including a facial, relaxation body massage, and professional makeup application; and hair services, a manicure, and pedicure at **Alden House**. In addition, Conn received a **\$250** gift certificate from **Dillard’s**; lunch for four at **Bando’s**; and dinner for two at **Poblano Grill**.

The “Gift of Life” was founded in 1994 by **Regina Rogers**, who made a contribution to provide 500 free mammograms in honor of her mother, Julie, a breast cancer survivor. “This is such an important milestone for our program and is made possible by the generous commitment of many caring individuals, corporations, and foundations who continue to help the medically underserved by serving as donors each year,” Rogers said. “In addition, we are delighted to offer a wonderful prize package through the generosity of local businesses.”

Since inception of the program, Memorial Hermann Baptist Hospitals has helped make available **6,750** mammograms to women without insurance, Medicare or Medicaid, and for those who are underinsured. In addition, **3,250** free mammograms and clinical breast exams have been provided on the UTMB mobile mammography van.

“Gift of Life”
10,000th Mammogram
Page Two

As one of the largest cancer screening and awareness programs of its type in Texas, the “Gift of Life” serves more than **5,000** recipients annually. Each year cancer awareness information is disseminated to several thousand individuals at over **50** Sidney “Chief” Dauphin educational outreach presentations and area health fairs; **850** medically underserved women receive free mammograms at Memorial Hermann Baptist Hospitals in Beaumont and Orange; **750** additional women are given free mammograms and clinical breast exams on the UTMB-Galveston mobile van at **20** Southeast Texas van sites; and approximately **500** men receive free prostate cancer screenings. Access to follow-up care for individuals who need testing and treatment following their screenings is also provided at UTMB Galveston. Further, the “Gift of Life” minivan is available for clients who require transportation to and from the program’s cancer screening tests and exams. Other recent endeavors include the formation of a prostate cancer support group, a smoking prevention and cessation initiative, and testicular cancer awareness for area high school students.

A cooperative effort of the Julie and Ben Rogers Cancer Institute, Memorial Hermann Baptist Hospitals, local physicians, the University of Texas Medical Branch (UTMB) at Galveston and its local clinics, the UTMB Cancer Stop Program, and The University of Texas M.D. Anderson Cancer Center, the “Gift of Life” has funded **10,000** free mammograms and **3,300** free prostate cancer screenings, and has conducted more than **300** educational outreach programs since its inception.