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**FOR IMMEDIATE RELEASE**

For information contact:  
**Kristie Young**, Public Affairs Coordinator  
(409) 833-3663

**“Gift of Life” Recognizes Valentine’s Day with Survivors’ Celebration and  
Mobile Mammography Van Site**

The Julie Rogers “Gift of Life” Program hosted a Survivors’ Celebration for breast and prostate cancer survivors today at **Parkdale Mall’s Garden Court**.

More than 300 people participated in a Mall Walk where gifts for women and men were given along the route and well-being workshops that included healthy cooking demonstrations and exercise tips. The day’s activities culminated with a special ceremony for **breast** and **prostate cancer survivors** where they received recognition, including ceramic angels made by **Angels of Destiny**. “Gift of Life” Board members, **Nell McCallum Morris**, President; **Joanne Broussard**, breast cancer survivor speaker; **Mayor Guy Goodson**; and Jefferson County **Judge Carl Griffith** made comments. During the ceremony, American Cancer Society President **Gay-Lynne Jones, RN**, presented “Gift of Life” Chair **Regina Rogers** with the Society’s **Harold P. Freeman Award** that is given to recognize individuals, groups, organizations or companies that demonstrate exemplary achievement in bringing the Society’s mission to underserved, at-risk communities. After the ceremony, guests enjoyed a complimentary lunch provided by **Piccadilly** while **door prizes** were distributed.

The highlight and theme of the day was the breast cancer survivors’ art project, titled **“Pink Ladies.”** Throughout the Garden Court, four-foot wooden pale pink ladies were on display. Last summer, breast cancer survivors began decorating them individually or in teams of survivors and friends. A celebrity committee chose the most creative ladies and awarded prizes. The men enjoyed a **“Know Your Score”** prostate cancer golf contest.

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Sponsoring the event were **Plastic Surgery Associates (Aileen & Dr. Mark Larson and Jacqueline & Dr. Duane Larson)**, **Quality Mat Company, Inc.**, **Memorial Hermann Baptist Hospitals**, **Hibernia National Bank**, **H-E-B**, **TOTAL Petrochemicals, Inc.**, **Entergy Texas**, **Piccadilly Cafeteria**, **McDonald’s** and **Golden Triangle Cycle Center**, **AstraZeneca**, **Beaumont Coca Cola Bottling Company**, **Parkdale Mall**, **Cocomo Joe’s**, and the **Great American Cookie Company**.

In conjunction with the celebration at Parkdale Mall, the program hosted a mobile mammography van site sponsored by **TOTAL Petrochemicals, Inc.** Nearly 40 medically underserved Southeast Texas women received free mammograms and clinical breast exams on the UTMB van, the *Oleander*.

The American Cancer Society guidelines state that **women age 40 and older should obtain an annual mammogram**. Younger women with a family history of breast cancer should begin receiving regular mammograms earlier. The “Gift of Life” provides mammograms for women of limited financial means who do not have insurance, Medicare, or Medicaid. To find out if you qualify or to make an appointment for a future van site, please call (409) **860-3369**. Appointments are necessary as space is limited.

As **one of the largest cancer screening initiatives of its type in the state**, the “Gift of Life” serves more than **5,000** recipients annually. Several thousand individuals are provided cancer awareness education and information at over **50** Sidney “Chief” Dauphin outreach programs and area health fairs; more than **750** medically underserved women receive free mammograms at Memorial Hermann Baptist Hospitals in Beaumont and Orange; an additional **750** women are provided free mammograms and clinical breast exams on the UTMB mobile van at strategic locations throughout Southeast Texas twenty times each year; and approximately **450** free prostate cancer screenings are conducted annually. Also, the “Gift of Life” minivan is available for clients who require transportation to and from the program’s cancer screening tests and exams. UTMB-Galveston provides follow-up care for individuals who need additional testing and treatment following their screenings.

A cooperative effort of Memorial Hermann Baptist Hospitals, the Julie & Ben Rogers Cancer Institute, the University of Texas Medical Branch (UTMB) at Galveston and its local clinics, the UTMB Cancer Stop Program, The University of Texas M. D. Anderson Cancer Center, and local physicians, the “Gift of Life” has funded over **10,400** free mammograms and more than **3,600** free prostate cancer screenings, and has conducted nearly **350** educational outreach programs since its inception.