

# **PRESSRELEASE**

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## **FOR IMMEDIATE RELEASE**

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### **“Gift of Life” and BASF to Provide Free Breast Cancer Screenings**

(Beaumont, Texas) – July 31, 2006 – **BASF FINA Petrochemicals, LP**, will sponsor Julie Rogers “Gift of Life” clinical breast exams from **8:30 a.m. to 10:30 a.m. and 2:00 p.m. to 3:30 p.m.** on **Wednesday, August 2** at **Mt. Gilead Missionary Baptist Church**, 710 IH-10 East. More than 35 Southeast Texas women will receive the free exams with mammograms to be scheduled for a later date at Memorial Hermann Baptist Hospital. Educational materials and refreshments will be provided.

**BASF FINA Petrochemicals, LP**, has sponsored free screenings since 2000, donating more than **\$50,000** to help the program provide nearly **450** women with clinical breast exams and mammograms.

“Gift of Life” Chair **Regina Rogers** stated, “We are very fortunate to have BASF FINA Petrochemicals’ benevolent support of our program. Through their generous gifts, we are able to help women who otherwise would not be able to afford mammograms and clinical breast exams. As a result, we are increasing the survival rates associated with breast cancer by giving women more treatment options when finding the cancer through early detection.”

**BASF Associate Marshall Williams** commented, “Our company understands the importance of early detection in the fight against breast cancer, and we are proud to partner with the ‘Gift of Life,’ an organization that is making a difference in the lives of thousands of Southeast Texas residents. ”

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 free of charge for women of limited financial means who do not have insurance, Medicare, Medicaid, or are underinsured. Appointments are necessary. To find out if you qualify or to make an appointment, please call **(409) 860-3369**.

**Attached is a description of the “Gift of Life” mission and annual programming.**



JULIE ROGERS "GIFT OF LIFE"  
..... P R O G R A M .....

*Mission and Annual Programming*

The "Gift of Life" is a non-profit 501(c)(3) organization located in Beaumont, Texas, serving all of Southeast Texas. Operating for nearly 12 years, the agency is dedicated to **decreasing the incidence of death associated with breast and prostate cancer**. Its mission is accomplished through (1) **provision of free mammography and prostate cancer screenings** for people of limited financial means who are uninsured and underinsured, along with **access to treatment and follow-up care** through a **referral link with the University of Texas Medical Branch (UTMB) at Galveston**; and (2) conducting **extensive community educational outreach**. This mission has recently been expanded to include **smoking cessation and prevention activities and testicular cancer education**.

A cooperative effort of **Memorial Hermann Baptist Hospitals, the Julie & Ben Rogers Cancer Institute, the Dauphin Cancer Screening & Prevention Center, 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 over **11,300** free mammograms and **3,600** free prostate cancer screenings, and has conducted nearly **400** educational outreach programs since its inception.

As one of the largest cancer screening and awareness organizations of its type in Texas, the "Gift of Life" directly serves more than **6,000** recipients annually (in addition to publishing a program newsletter several times a year that is distributed to over **15,000** people in Southeast Texas and beyond and conveys the important message of early detection). Each year, cancer awareness information is disseminated to **several thousand** individuals at over **50** educational outreach presentations and area health fairs; approximately **450** men receive free prostate cancer screenings; **750** medically underserved women receive free mammograms at Memorial Hermann Baptist Hospitals in Beaumont and Orange; and **750** additional women are given free mammograms and clinical breast exams on the UTMB-Galveston mobile van at **20** Southeast Texas van sites. Access to follow-up care for eligible individuals who need testing and treatment following their screenings is also provided. Further, the "Gift of Life" minivan is available for clients who require transportation to and from the program's cancer screening tests and exams.

The "Gift of Life" also offers multiple yearly programs including a **Survivors' Celebration** honoring breast and prostate cancer survivors and a **Health Forum** for medical professionals, with approximately **650 attendees** (this year's event will focus on smoking cessation and prevention). Program services were expanded in 2004 to include the following initiatives: (1) **ASPIRE, A Smoking Prevention Interactive Experience**, featuring M. D. Anderson-developed curriculum introduced into Beaumont Independent School District 9th grade health classes; (2) the **Prostate Cancer Support Group**, created in association with the American Cancer Society, which meets monthly and now includes more than 50 members; (3) the **Testicular Cancer Outreach Program** presented to senior males at area high schools; and (4) a **Heightened Cancer Awareness Campaign** during both Prostate and Breast Cancer Awareness Months. **"Don't Smoke Your Life Away,"** a community-wide anti-smoking campaign targeting both adults and adolescents, was launched in 2005.

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