



NEWS RELEASE

For Immediate Release

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Are You Tough Enough To Wear Pink? Friday, August 3rd at the Jerome County Fair and Northside Showdown

Twin Falls, ID (July 31, 2007) – The Jerome County Fair and Northside Showdown Rodeo, St. Benedicts Family Medical Center and St. Luke's Magic Valley Regional Medical Center are proud to present Tough Enough To Wear Pink Day at the rodeo. Friday, August 3, wear pink to the rodeo to show support for breast cancer awareness and honor breast cancer survivors. Gates open at 6 p.m. and the rodeo starts at 7:30 p.m. Rodeo contestants who win their event wearing pink will take home an additional \$100. Raffle tickets will be on sale for a chance to win a collection of pink western items on display in the grandstands.

All proceeds of the event benefit the *900 Women* mammography campaign – a local collaborative effort between local healthcare organizations, the public health department, physicians, and Magic Valley communities and businesses to increase the number of women being screened annually for breast cancer. The 900 Women fund was designed to fill a gap in coverage for women ages 40 – 49 that is not available currently through other resources such as Women's Health Check with public health.

For more information about the "Tough Enough to Wear Pink Day" at the rodeo, call 324-7209. For information about the 900 Women campaign please call the St. Luke's Health Foundation at 737-2480.

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