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September 28, 2011

FOR IMMEDIATE RELEASE

CONTACT: Captain Travis Smith, Pocatello Fire Department, at 317-6792 or tsmith@pocatello.us

FIREFIIGHTERS WEARING PINK TO SUPPORT BREAST CANCER AWARENESS

Selling a Limited Number of Pink T-Shirts to the Public for \$20

October is Breast Cancer Awareness Month. To support breast cancer awareness, Pocatello's firefighters are again wearing pink on Fridays and Saturdays in October. In addition, starting October 1, 2011 the Pocatello Fire Department will be selling pink Breast Cancer Awareness t-shirts to the public for \$20. There is a limited number of t-shirts and they will be sold on a first come, first served basis. All proceeds generated by the Fire Department will be donated to the Portneuf Medical Center Cancer Center.

According to the American Cancer Society, in 2011 in the United States an estimated 230,480 new cases of invasive breast cancer will be detected in women. The chance of a woman having invasive breast cancer some time during her life is a little less than 1 in 8. The chance of dying from breast cancer is about 1 in 35. Breast cancer death rates have been going down. This is probably the result of finding the cancer earlier and better treatment. Right now there are more than 2½ million breast cancer survivors in the United States.

To purchase a pink Breast Cancer Awareness t-shirt, contact Firefighter Jason Ellis at 241-1805 or via email at jellis@pocatello.us.

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