



NEWS RELEASE

For Immediate Release

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CHECK PRESENTED TO HALIFAX REGIONAL FOUNDATION FOR DIGITAL MAMMOGRAPHY

Proceeds from Sale of Calendars

ROANOKE RAPIDS, NC (March 2, 2012)—Nine “calendar women” have presented the Halifax Regional Foundation approximately \$8,000 raised from the sale of their 2012 calendar, “Beautiful Moments.”

The money will be used to help pay for the new digital mammography equipment at Halifax Regional. “The Foundation and Halifax Regional are grateful for this gift and what it means for our community,” said Will Mahone, president of Halifax Regional.

The Foundation is continuing its Healthcare Initiative, an effort to raise \$650,000 for digital mammography. The equipment is in operation through a special arrangement with the manufacturer.

Kathy Minielly, who developed the calendar, presented the check to Mahone today. All proceeds from calendar sales are going toward digital mammography, since the costs for producing the calendar were donated. Minielly said Lynch’s Office Supply designed the calendar, Erin Holm of Durham was the photographer, and her husband, Richard Minielly, M.D. of Smith Church OB/GYN paid for the printing.

“The calendar is my way of giving to the community and sending a message about the importance of early detection and the message that women can remain beautiful even after cancer treatment,” Minielly said.

The nine calendar women who posed for the calendar are breast cancer survivors. In addition to raising funds, Minielly said, “Our calendar is for all the women who need to be reminded of how beautiful we all are and how amazing we are as women.”

Referring to the calendar women, Minielly said, “We are ordinary women who have come together with the hope of making a difference for others affected by breast cancer.”

The calendar also is an educational tool, Minielly added. “I was thrilled when one woman told me that she had avoided a mammogram for years, but after buying a calendar, she chose to have a mammogram.”

A few calendars remain. Anyone wishing to purchase one should call Minielly at 308-0568. The cost is \$20. Funds will go to the Halifax Regional Foundation Digital Mammography Initiative.

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