



**For Immediate Release**

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## **HALIFAX REGIONAL FOUNDATION STARTS FUND RAISING CAMPAIGN FOR DIGITAL MAMMOGRAPHY**

**ROANOKE RAPIDS, N. C. (October 28, 2011)—Halifax Regional Foundation is conducting a campaign to raise funds for digital mammography.**

The first phase of the campaign has been completed with employees of the Medical Center pledging more than \$117,000. “We are proud of our employees and appreciate their generous response,” said Will Mahone, president.

“Their response sets an example for the community,” said Mahone. “Our employees demonstrate their commitment every day through their services to patients. In addition, they have given their own money to make a difference in the lives of thousands of women in our community.”

The goal of the campaign is to raise \$650,000. “With the success of the first phase of the campaign, we are confident that the campaign will reach its goal,” added Mahone.

The need for the latest technology to diagnose breast cancer is evident in the region. The death rate from breast cancer is 17 percent higher in our area than the average for North Carolina, said Mahone.

In the Roanoke Valley, there are more than 40,000 women over the age of 37 who need mammograms.

“Breast cancer touches the lives of probably every family in our region,” Mahone continued. “With this superior technology to diagnose breast cancer, Halifax Regional can play a leading role in improving the health of women.”

Digital mammography is considered superior to conventional film x-rays for detection of breast cancer. In digital mammography, x-rays are turned into electric signals that are stored in a computer similar to how consumers use a digital camera.

Mammography is the best way to detect breast cancer at its earliest stage. The American Cancer Society recommends mammogram screenings beginning at age 40 for women of average risk for breast cancer.

Halifax Regional is a not-for-profit organization that exists to improve the health of the community. Contributions to the campaign, conducted by the Halifax Regional Foundation, are tax deductible. For more information, contact 252 535-8476.

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