

# NEWS RELEASE



For more information, contact:  
Gail Wade  
252 535-8111  
[gwade@halifaxrhc.org](mailto:gwade@halifaxrhc.org)

**For Immediate Release**  
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## **HALIFAX REGIONAL AND THE RENAISSANCE ENCOURAGE WOMEN TO HAVE MAMMOGRAMS.**

*Spa Offers Discounts for Women Who Have Mammograms for First  
Time at Halifax Regional.*

**ROANOKE RAPIDS, NC-Halifax Regional is partnering with The Renaissance Spa & Salon in Roanoke Rapids to encourage early detection of breast cancer in the Roanoke Valley.**

As part of its observance of National Breast Cancer Awareness Month in October, the Medical Center and The Renaissance Spa & Salon have developed a special promotion designed for women who have never had a mammogram at Halifax Regional.

The goal of a screening mammogram is to find cancers before they start to cause symptoms. "Early detection is the best cure for breast cancer," says Terry Mason, supervisor at The Mammography Center. "We believe that many lives will be saved if more women have mammograms."

The American Cancer Society recommends women age 40 and older should have a screening mammogram every year and should continue to do so for as long as they are in good health.

Women who have their first mammogram at Halifax Regional in October will receive a valuable gift certificate entitling them to a 25% discount on one of the following services at The Renaissance Spa & Salon:

- "Mini-Escape" Massage and Facial package with Leah Brewer
- "Pamper Me" Manicure and Pedicure package with Debbie Davis
- Women's Hair Cut/Color/Waxing with Nicole Reid
- Permanent Make-up by Yogie
- One month of Yoga sessions (8 classes)

The appointment must be made in October by calling The Renaissance Spa & Salon at 252 537-8500. The Renaissance is located at 1038 Roanoke Avenue in downtown Roanoke Rapids.

“We want to contribute to the health of women in our community,” said Kelly Barber, who bought The Renaissance one year ago. “Offering these discounts is our way of encouraging women to develop the habit of having a mammogram annually and saying thank you to the community for supporting us in my first year of ownership.”

In addition to the promotion at The Renaissance Spa & Salon, Halifax HealthLink has joined in the campaign to encourage women to have a mammogram. Every woman who has a mammogram in October will have her name entered into a weekly drawing for a free month’s membership, so five lucky women will receive memberships.

Halifax HealthLink is the fitness and educational resource center for Halifax Regional at Becker Village Mall. For information, visit [www.halifaxregional.org](http://www.halifaxregional.org).

Most insurance plans cover screening mammograms. You must have a doctor’s order to have a mammogram. If you have questions, call 252-535-3417.

To schedule your appointment for a mammogram at Halifax Regional, call 252-535-8888. The Mammography Center is located in Halifax Medical Plaza on the campus in Suite E.

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#### **About Halifax Regional**

Halifax Regional Medical Center is licensed for 204 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit [www.halifaxregional.org](http://www.halifaxregional.org).