

NEWS RELEASE



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For Immediate Release

HALIFAX REGIONAL EMPLOYEES DANCE TO A NEW TUNE.

Employees Produce Video for Breast Cancer Awareness

ROANOKE RAPIDS, NC (September 23, 2011)--Employees and physicians at Halifax Regional are widely known for their caring, but now they've added another item to their repertoire: Dancing.

Several hundred employees hammed it up for the video camera today as they produced a music video for a national competition for breast cancer awareness.

"It's four minutes of fun and frolic for a good cause," says Peter Rossi, RN, manager of surgical services, who organized the event.

"Our purpose is to get involved to make a difference in communicating the need for mammograms as the best way for early detection of breast cancer," said Rossi.

The video features employees from various departments wearing pink gloves to spread the message about breast cancer awareness and prevention. Employees in Administration, Surgery, Imaging, Progressive Care, Central Sterile Supply, Health Information Management, Materials Management and others will be featured in the video.

The video will be up-tempo, pop music to the tune of "Down, by Jay Sean," says Rossi. It will be produced by Melinda Speight of Roanoke Rapids who volunteered to take the video and edit it. The video will be submitted to Medline Industries, manufacturer of the gloves and producer of the original Pink Glove Dance video.

Medline developed a pink glove to encourage people to talk about breast cancer. Medline is donating a portion of each sale of pink gloves to the National Breast Cancer Foundation. So far, Medline has donated more than \$800,000 to the Foundation to pay for mammograms for people who cannot afford them.

Halifax Regional's video will be posted on www.pinklovedance.com on October 3 along with submissions from other hospitals. Viewers with a Facebook account may vote on submitted videos, and the top three winners will receive a donation in their name to the breast cancer charity of their choice. The winners will be announced October 28 on www.pinklovedance.com.

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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.