

# health news



## Early Detection Key Part Of The Fight To “Help Whip Cancer”

(NAPSA)—Breast cancer affects the lives of families every day. In fact, nearly 183,000 women will be diagnosed with breast cancer this year, and many of these women—more than 40,000 wives, mothers, daughters, sisters and friends—will die from the disease. According to the American Cancer Society, early detection is the best life strategy.

“Since we don’t yet know what causes the disease or how to prevent it, the best protection is to detect it as early as possible and treat it promptly,” said Debbie Saslow, Ph.D., director of Breast and Cervical Cancer for the American Cancer Society. “The most important risk factors, however, are being a woman and getting older.”

Through its “Help Whip Cancer” corporate giving campaign, The Pampered Chef, Ltd., a leading seller of high-quality kitchen tools and specialty food items, has partnered with the American Cancer Society to raise both awareness and funds for breast cancer early detection programs.

At in-home cooking demonstrations throughout the month of

May, The Pampered Chef’s 62,000 Independent Kitchen Consultants will encourage guests to purchase a special Adjustable Measuring Spoon Twin Set or a pink Twixit! Clip Combo Pack. The American Cancer Society’s breast health education programs will receive \$2 for each spoon set purchased, \$1 for each clip pack.

The Pampered Chef Kitchen Consultants further support the cause by promoting the sharing of the pink Twixit! Clip Combo Pack and the Adjustable Measuring Spoons Twin Set with a friend. Each product includes information on product use and care and breast cancer early detection, reinforcing the American Cancer Society’s message of “Hope, Progress and Answers.”

“We’re committed to the important and life-saving work carried out by the American Cancer Society,” said Julie Christopher, manager of Corporate and Consumer Relations. “Last year’s inaugural ‘Help Whip Cancer’ campaign raised more than \$400,000 through sales of special products and Kitchen Show fundraisers. This year, I’m confident we’ll not only



**The Pampered Chef’s Julie Christopher demonstrates kitchen tools to help support breast cancer education.**

meet, but exceed, that goal.”

“Help Whip Cancer” Kitchen Show fundraisers held in May benefit the American Cancer Society. A percentage of total sales are donated directly to the organization’s research, education, support and awareness initiatives.

For more information on how you can “Help Whip Cancer” by purchasing the Adjustable Measuring Spoons Twin Set, pink Twixit! Clip Combo Pack and/or hosting a Kitchen Show fundraiser, call 1-800-266-5562 to be put in touch with a Pampered Chef Kitchen Consultant in your area.

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service. If you have recently been diagnosed or have a concern about breast cancer, call 1-800-ACS-2345 or visit [www.cancer.org](http://www.cancer.org).

The American Cancer Society recommends this three-step early detection program for women. These steps are designed to find breast cancer at the earliest and most treatable stages.

- **Schedule regular mammograms.** Annual mammograms should begin at age 40. Medicare covers mammograms according to your age and your risk. Mammography is the single most effective method of early diagnosis since it can identify cancer several years before physical symptoms appear.
- **See your doctor for regular breast exams.** Clinical breast examinations by a doctor or nurse are recommended every three years for women age 20-39, and every year beginning at age 40.
- **Practice monthly breast self-examinations.** All women should check their breasts monthly. Ask your health care provider or the American Cancer Society for information on how to do a thorough breast self-exam.

