

# Women's Health Update



## **A Mother's Day Gift That Makes A Difference** *Campaign encourages women to share inspirational breast cancer experiences and educate others on importance of early detection*

(NAPS)—While there has been tremendous progress in the fight against breast cancer, one in eight women can expect to be diagnosed with the disease at some time in her life—but there is some good news:

According to the American Cancer Society, death rates due to breast cancer continue to decline. The drop in breast cancer mortality has been attributed to both improvements in treatment and early detection. However, breast cancer is one of the leading causes of cancer deaths among African-American and Hispanic women. This difference may be attributed to longer intervals between mammograms, and African-American and Hispanic women being less likely to get prompt follow-up care when their mammogram shows something abnormal.

That's why FUJIFILM Medical Systems U.S.A., Inc. and the National Breast Cancer Foundation (NBCF) are working to educate and encourage all women to understand the importance of early detection through *Images of Health*, an online community designed to provide resources and support for breast cancer patients, survivors and their loved ones.

"Early detection and treatment are among the most effective ways to overcome cancer and live life to the fullest," said breast cancer survivor Betty Dedon, product and marketing manager, FUJIFILM Medical Systems U.S.A., Inc. "Being well informed is important for understanding breast cancer."

### **Words Of Inspiration**

Research shows that social support has real benefits for breast cancer survivors. It can be inspiring to hear the stories of women who have turned their experiences into a positive mission to educate and support others and their loved ones.

Throughout the month of May, people can "Like" *Images of Health*



**A new campaign encourages women to share inspirational breast cancer experiences and educate others on the importance of early detection.**

on Facebook to share an inspirational health story and photo regarding a woman in their life for a chance to be entered in the Fujifilm Images of Health Mother's Day Photo Sweepstakes. Eligible entrants will have an opportunity to win a red FUJIFILM FinePix T550 camera, including a camera case and 4GB SD card, or a pink FUJIFILM INSTAX™ Mini 8 and INSTAX™ Mini Twin Film Pack, as well as an LIV® breast self-examination aid.

### **The Lives and Health of Women**

"Since 2006, Fujifilm has donated nearly \$1.5 million to our mission to save lives," says NBCF founder and CEO, Janelle Hail. "Their support has allowed us to provide thousands of free mammograms and early detection services to women in all 50 states and helped ensure that those facing breast cancer have access to quality health care."

Over 9,000 worldwide facilities trust Fujifilm's full-field digital mammography solutions, making Fujifilm the most popular digital mammography system provider in the world.

For more information and for a Sweepstakes Entry Form, details and Official Rules, visit [www.facebook.com/imagesofhealth](http://www.facebook.com/imagesofhealth).