

# Media Release

2 October 2014

## Toowoomba turns Pink in October

Toowoomba will turn pink on Monday 27 October as part of Pink Ribbon Day. Jessica Hobbs, BreastScreen Queensland Toowoomba Service Health Promotion Officer, said the whole month would be devoted to raising awareness of breast cancer.

“BreastScreen staff and the local community have combined to present a number of activities during October,” Ms Hobbs said.

“During this month we are reinforcing our key messages, so we encourage all women aged 40 and over to have a free breast screen every two years.

“One in eight Queensland women will develop breast cancer in their lifetime and ninety per cent of those women have no family history of breast cancer.

“That is why we can’t stress enough the importance of taking the time to look after your health and having regular breast screens.”

Ms Hobbs said there was extra incentive for local women to make an appointment to have a breast screen during the month of October.

“Every woman who has a breast screen during the month of October goes into the draw to win a pamper pack from Marlene Studios Toowoomba,” she said.

“Our thanks go to the Toowoomba Hospital Foundation and Marlene Studios Toowoomba for making this fantastic prize available.

“Throughout October there will also be a number of events in Toowoomba to celebrate Breast Cancer Awareness month, so there’s something for everyone.

“A calendar of events is available from BreastScreen Queensland Toowoomba Service or via the Toowoomba Facebook Page ‘I Believe in Pink’.”

- Margaret Street Markets – turns pink for Breast Cancer Sunday October 5 2014
- Colour of Change Luncheon at Fitzy’s on Church – Wednesday 8 October 2014
- La Bonne Vie – French Inspired Late Luncheon Gips Restaurant – Friday 24 October
- Breast Cancer Information and Fundraising Stall – Grand Central 20 - 25 October 2014.
- Walk of Hope – 16<sup>th</sup> Annual Breast Cancer Walk – Queens Park Monday 27 October 2014

BreastScreen Queensland Toowoomba Service is located at Toowoomba Hospital and offers free breast screening Monday to Friday with after hours appointments available on selected days.

Phone 13 20 50 now to book your breast screen. A doctor’s referral is not required and the service is free to all women aged 40 and over.

To enquire about the service or to find out about local Breast Cancer Awareness Month events contact Jessica, BreastScreen Queensland Health Promotion Officer on 4616 6416.

ENDS

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