

**For Immediate Release
October 2, 2009**

1st Annual Paint the Town Pink Breast Cancer Awareness Day a Success

(Washington, NC) – “The 1st annual Paint the Town Pink Day held Friday in the City of Washington was a huge success,” said event organizer Tanya Dixon of Eastern Radiologist. Eastern Radiologist along with the American Cancer Society, the Marion L. Shepard Cancer Center and the Washington-Beaufort County Chamber of Commerce partnered to present this breast cancer awareness event in our community.

Area businesses were involved in many different ways – some let their employees wear jeans and pink Paint the Town t-shirts to work on Friday, many offered discounts to anyone wearing pink into their business, and nine local businesses decorated their store-fronts with a pink theme. All of the proceeds generated from the event will benefit the Marion L. Shepard Cancer Center.

The winners of the store-front decorating contest are 1st place - Just My Cut hair salon, 2nd place – Merle Norman Cosmetics and 3rd Place - Amy’s Hallmark. An Honorable Mention award was given to Community Home Care and Hospice. Eastern Radiologists donated money in honor of these businesses to the Paint the Town Pink campaign.

October is National Breast Cancer Awareness month – the month dedicated to educating women about breast cancer by stressing the importance of early detection through regular self-breast exams and mammography. According to the American Cancer Society, breast cancer is the most common cancer among women in the United States, other than skin cancer. It is the second leading cause of cancer death in women, after lung cancer.

The organizers are very appreciative to everyone who participated in the event and are looking forward to planning next year’s Paint the Town Pink Day.

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