

**For Immediate Release
September 28, 2009**

**Paint the Town Pink Breast Cancer Awareness Day
Friday, October 2nd**

(Washington, NC) – Friday, October 2nd has officially been declared Paint the Town Pink Day in the City of Washington by Mayor Judy Jennette. Eastern Radiologist, the American Cancer Society, the Marion L. Shepard Cancer Center and the Washington-Beaufort County Chamber of Commerce have partnered to present this breast cancer awareness event in our community.

Area businesses will be involved in a variety of different ways. Several local businesses are competing in a Decorate Your Store Front contest. Eastern Radiologists will donate money to the Marion L. Shepard Cancer Center on behalf of the top three businesses with the best pink themed store front. Other businesses are participating with a 'Dress Down' Friday event by allowing their employees to wear jeans to work on Friday October 2nd if they buy a Paint The Town Pink T-shirt for \$10.00 or a pink breast cancer ribbon pin for \$5.00. A number of local businesses are offering discounts to patrons who wear pink into their place of businesses.

The following businesses are offering discounts: Good News Christian Bookstore, Uniforms PRN, Amy's Hallmark, Phillips Wright Furniture, Russell's Mens Shop, Tractor Supply, Andy's of Washington, Papa John's, Frank's Pizza, Turnage Theater, Pizza Inn, Telephone Connection, Cat Bamboo, North Carolina Estuarium, Washington Visitor's Center, Southern Cheers, Ship On Site, Down on Mainstreet.

The following businesses are decorating their store front: Uniforms PRN, Amy's Hallmark, Merle Norman, Russell's Men's Shop, Papa John's, Just My Cut, Community Home Care and Hospice, Pizza Inn, Coastal Carolina Respicare, Linda's Flowers and Gifts.

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.

For more information call Tanya Dixon at Eastern Radiologists at 946-2137.

###