

# Press Release

Contact: Jennifer Wyatt  
Phone: (859) 885-4149  
Email: [JenniferL.Wyatt@ky.gov](mailto:JenniferL.Wyatt@ky.gov)

**FOR IMMEDIATE RELEASE:**  
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Beginning this month, the Jessamine County Health Department (JCHD) will host several events and programs designed to increase breast cancer awareness in Jessamine County, including:

- A limited supply of JCHD's "Never Underestimate the Power of Pink" 2011 Breast Cancer Awareness t-shirts is now available for purchase at JCHD. Cost of the t-shirts is \$12 for long sleeve shirts, \$10 for short sleeve shirts.
- "Prevention Pays," a mammogram reward coupon distribution program, will begin during the week of September 19 and last until June 30, 2012. Qualifying patients who schedule mammograms with JCHD will receive a \$10 gift card; if they refer a friend to schedule a mammogram with JCHD, they will receive an additional \$10 gift card. Mammogram fees are based on a sliding scale fee that considers household income and the number of people living in the household.
- "Start Here," a JCHD Breast Cancer Awareness Campaign, sponsored by Central Baptist, will hit the big screen at AmStar Theater in Brannon Crossing from late September through October. "Start Here" encourages Jessamine County residents to contact JCHD for clinical breast exams, mammograms, and/or Pap smears at JCHD in order to qualify for potential financial assistance for treatment with breast and/or cervical cancer.
- JCHD representatives will deliver "Start Here" Information Packets to local health care providers beginning in October. The packets will provide physicians with information regarding the Women's Cancer Screening Program for non-insured and under-insured patients.
- JCHD's 6<sup>th</sup> Annual K9 Race for a Cure will be on Saturday, October 8 at 10:30 a.m. at the Jessamine County Fairgrounds. A "K-9 Race for a Cure" t-shirt will be provided for all participants. Cost of participation is \$10 for pre-registration, \$15 on the day of the race.

For more information, visit [www.jessaminecancercoalition.org](http://www.jessaminecancercoalition.org) or [www.myjchd.org](http://www.myjchd.org) to schedule a mammogram or Pap smear, purchase a Breast Cancer Awareness t-shirt, and/or register for a JCHD event, visit the Health Department at 215 East Maple or call 859.885.4149.