



NEWS

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*****MEDIA ADVISORY*****

SAVE MAMMOGRAMS, OTHER CANCER SCREENINGS FOR THE UNINSURED

MISS USA, Assemblymember Rosenthal, Advocates Call on Legislature to Sustain Funding for Cancer Screening Program

WHAT: The fate of the NYS Cancer Services Program, a program that provides no cost breast, cervical and colon cancer screenings to the uninsured and underinsured, is unclear in Gov. Paterson's 2010-2011 proposed budget. The proposed budget maintains the program, but without a specific appropriation for screening. Screening services are lumped in with other cancer programs, with no dedicated dollar amount. A group of supporters will urge legislators to keep this vital program strong, especially at a time when more New Yorkers are losing their jobs and unemployment benefits are running out.

WHO: Kristen Dalton, MISS USA
Assemblymember Linda Rosenthal, Assembly District 67
Clients of the NYS Cancer Services Program
American Cancer Society
Susan G. Komen for the Cure
Project Renewal Scan Van

WHEN: Thursday, March 4, 2010, 10am

WHERE: The Well
Legislative Office Building
State Street
Albany, NY 12248

VISUALS: Volunteers will be holding banners filled with signatures, walking petitions, that were signed at the American Cancer Society's Making Strides Against Breast Cancer walks urging lawmakers to keep the Cancer Services Program strong. Thousands of postcard petitions also will be on display. The message – S.O.S. – Save Our Screenings.

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About the American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or

detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us any time, day or night, at 1-800-227-2345 or visit cancer.org.

Miss Universe

The Miss Universe Organization, producers of the MISS UNIVERSE[®], MISS USA[®] and MISS TEEN USA[®] Pageants, is a joint venture between Donald J. Trump and NBC Universal. Utilizing its nationwide grass roots infrastructure, the Miss Universe Organization is committed to increasing awareness of breast and ovarian cancers. By forging relationships with organizations committed to research and education, Miss USA is equipped to educate women today.

Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement.

Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.