



## **MEDIA ADVISORY**

FOR IMMEDIATE RELEASE

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### **PERRY SQUARE FOUNTAIN GOES PINK FOR BREAST CANCER AWARENESS MONTH**

ERIE, PA (September 30, 2009) As part of an ongoing effort to aid the fight against breast cancer and promote awareness of the disease, City of Erie Mayor Joe Sinnott will host a reception in East Perry Square at Noon on Thursday, October 1<sup>st</sup> 2009 and turn the fountain bright pink. The public is invited to participate in the City's third annual event which will feature remarks by local breast cancer survivors, music by the Young Ladies Chorus of Wayne School and more.

The East Perry Square Fountain will flow pink throughout the month of October in an effort to convey the importance of education, early detection and treatment of breast cancer. In conjunction with Governor Rendell's Pennsylvania Commission for Women, the City of Erie will recognize breast cancer survivors, help to increase public awareness, and provide information to women about the importance of early detection of breast cancer at the noon event.

The National Cancer Institute estimates 1 in 8 women will be diagnosed with breast cancer. While breast cancer mortality rates have declined and treatment has become more sophisticated, funding for research and education must continue in order to find a cure.

"The City of Erie has been involved in this event for the past three years. The response has been a very positive and we are honored to be a part of such an important event that generates awareness about this disease affecting so many here in our community," said Mayor Sinnott.

The Regional Cancer Center, St. Vincent Health Systems, Hamot Medical Center, American Cancer Society, Kanzius Foundation, Dust Bunnies of Erie/Cleaning for a Reason, Panara Bread and Rosebud Floral Shop are expected to exhibit in Perry Square during the event.

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