



For Immediate Release

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**CITY OF ERIE TO OBSERVE
BREAST CANCER AWARENESS MONTH**

ERIE, PA (September 25, 2013) October has long been recognized as Breast Cancer Awareness Month. Once again Mayor Joseph E. Sinnott will turn the water in the Perry Square fountain pink throughout the month of October as a reminder of the importance of education, early detection and treatment of breast cancer. “We host this yearly event to generate awareness about a disease that affects thousands of people right here in our community. Through this effort, we hope that local residents will get the treatment they need,” said Mayor Sinnott.

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 National Cancer Institute still estimates 1 in 8 women will be diagnosed with breast cancer. More than 40,000 of those women, and hundreds of men, will die from the disease, this year alone. With early detection and appropriate treatment more lives can be saved.

Join us for the **12:15 PM** program in **East Perry Square** on **Friday, October 4th**. Local residents will share their personal stories during the 45-minute program and breast cancer survivors in attendance will be recognized. The event is free and open to the public. Information and educational tables will be set up around the park.

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