



For Immediate Release

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**CITY OF ERIE TO OBSERVE
BREAST CANCER AWARENESS MONTH WITH
PINK THE PARK 2015**

ERIE, PA (September 23, 2015) October has long been recognized as Breast Cancer Awareness Month. On **Friday, October 2nd** Mayor Joe Sinnott will host “Pink the Park” in Perry Square to serve as a reminder of the importance of education, early detection and advancement of treatments for breast cancer. “We have held an event annually in Perry Square since 2008. It generates awareness about a disease that affects thousands of people in our community. Through our effort, we hope that local residents will be proactive with their health screening and seek treatment they may need,” said Mayor Sinnott.

While breast cancer mortality rates have declined and treatment has become more sophisticated, funding for research and education is essential in order to find a cure. The National Cancer Institute estimates 1 in 8 women will be diagnosed with breast cancer. More than 40,000 of those women, and hundreds of men, die from the disease, each year. More lives can be saved with early detection and appropriate treatment.

The public is encouraged to attend the program taking place in **Perry Square on Friday, October 2nd which will begin at 12:15 PM.** Three local women will share their personal stories during a 45-minute program. Breast cancer survivors in attendance will be recognized by The Regional Cancer Center and the Wayne School Ambassadors will perform for the crowd gathered to help “Pink the Park.” Information and educational tables will be set up around Perry Square. Panera Bread will serve their signature Pink Ribbon Bagels and coffee at no charge for those in attendance. Parking around Perry Square will be reserved for attendees.

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