



Radiological Society
of North America
Founded in 1915

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PUBLIC SERVICE ANNOUNCEMENT

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**SUBJECT: OCTOBER IS NATIONAL BREAST CANCER AWARENESS MONTH
Time: 60 seconds**

There's good news in the fight against breast cancer. Deaths from this disease have actually declined by 20 percent over the past decade. But we can't celebrate too soon. The reason deaths from breast cancer are declining is because more women are going through regular cancer screenings. And it is those screenings that are detecting it earlier when it is most curable.

October is National Breast Cancer Awareness Month. If you are a woman over 40, take this opportunity to schedule your annual mammogram.

If you're a woman of any age and are at high risk for developing breast cancer, talk to your doctor about how often you should receive screening mammograms.

And...share this with your sisters, mothers and daughters.

If you need more information, visit RadiologyInfo.org.

Breast cancer deaths are on the decline. Let's keep it that way, get the information you need about mammography screening from the Radiological Society of North America at RadiologyInfo.org.

That's RadiologyInfo dot O – R – G.

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