***For Immediate Release***

**International Day of Radiology 2016 Recognizes Breast Imaging and Countless Innovations in Radiology Research**

**Reston, Va. (Nov. 4, 2016)** — On Tuesday, Nov. 8, the American College of Radiology (ACR), the European Society of Radiology (ESR) and the Radiological Society of North America (RSNA) will join more than 140 radiology-related professional societies from around the globe in celebrating the fifth annual International Day of Radiology (IDoR). IDoR 2016 will focus on breast imaging and the essential role that radiology plays in the detection, diagnosis and management of diseases of the breast.

IDoR also recognizes the many innovations in radiology research that have revolutionized modern medicine, produced great technological leaps, enabled more effective and efficient care and saved countless lives. Moreover, modern medical technology provides people with less invasive methods of early cancer detection. The breast cancer death rate in the United States has dropped more than 30 percent since mammography use became widespread in 1990. In other countries where mammography screening programs are more organized and widespread, breast cancer deaths have nearly been cut in half.

Radiology professionals are working together to inform patients about the valuable role medical imaging plays in patient care. ACR and RSNA jointly sponsor [RadiologyInfo.org](http://www.radiologyinfo.org/en/info.cfm?pg=screening-lung), an important resource that explains medical imaging tests and treatments in detailed, easy-to-understand language, helping patients to understand and prepare for imaging procedures.

IDoR 2016 also marks the 121st anniversary of the discovery of the X-ray. It is co-sponsored by the [ACR](http://www.acr.org/idor), the [RSNA](http://www.rsna.org/) and the [ESR](http://www.myesr.org/start/). For additional information, visit [internationaldayofradiology.com](http://www.internationaldayofradiology.com/) or [RadiologyInfo.org](http://www.radiologyinfo.org/en/news/newdetarget.cfm?ID=24).

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**(RSNA) Emma Day at 630-590-7791 or** [**eday@rsna.org**](mailto:eday@rsna.org)

***About the American College of Radiology****The American College of Radiology (ACR), founded in 1964, is one of the largest and most influential medical associations in the United States. The ACR devotes its resources to making imaging and radiation therapy safe, effective and accessible to those who need it. Its 36,000 members include radiologists, radiation oncologists, medical physicists, interventional radiologists and nuclear medicine physicians.*

***About the European Society of Radiology***

*The European Society of Radiology is an apolitical, non-profit organization, dedicated to promoting and coordinating the scientific, philanthropic, intellectual and professional activities of Radiology in all European countries. The Society's mission at all times is to serve the healthcare needs of the general public through the support of science, teaching and research and the quality of service in the field of radiology.*

***About the Radiological Society of North America***

*The Radiological Society of North America (RSNA) is an association of more than 54,000 radiologists, radiation oncologists, medical physicists and related scientists, promoting excellence in patient care and health care delivery through education, research and technologic innovation. The Society is based in Oak Brook, Ill. (*[*RSNA.org*](http://rsna.org/)*)*