***International Day of Radiology* to Recognize Breast Imaging and Countless Innovations in Radiology Research**

Tuesday, November 8, is the fifth annual International Day of Radiology (IDoR). **[ORGANIZATION NAME]** is proud to take part in this special day, which will focus on breast imaging and the essential role that radiology plays in the detection, diagnosis and management of diseases of the breast.

“Imaging exams, like CT scans, allow physicians to diagnose and treat illness and injury or rule out more serious conditions safely, quickly and efficiently. Scans have largely made exploratory surgeries a thing of the past and help avoid admitting patients to the hospital that did not need to be hospitalized. Radiation therapy enables doctors to effectively treat patients without invasive surgeries and helps preserve quality of life as it saves lives,” said **[SPOKESPERSON]**.

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 alternatives to cancer screening. 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.

“Imaging exams allow physicians to diagnose and treat illnesses early, when they are most treatable, and require fewer health care resources to treat effectively. This is the kind of care that medicine needs to encourage moving forward. Imaging scans are the future of medicine. It is only fitting to recognize the lives saved and extended worldwide by medical imaging and radiation therapy and look forward to future advances in patient care that ongoing research will provide in the years to come,” said **[SPOKESPERSON].**

**[ORGANIZATION NAME]** is one of more than 140 radiology-related professional societies from around the globe taking part in International Day of Radiology — the 121st anniversary of the discovery of the X-ray. For additional information on International Day of Radiology, visit[**http://www.internationaldayofradiology.com/**](http://www.internationaldayofradiology.com/).

**To speak with a spokesperson, contact [NAME] at [PHONE NUMBER] or [EMAIL].**