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

Saturday Nov. 8 is the third annual International Day of Radiology (IDoR). **[FACILITY]** is a proud participant in this special day, which will focus on the important role brain imaging plays in the detection, treatment and follow-up of brain diseases.

“Early diagnosis and effective treatment made possible by medical imaging and radiation therapy, such as that offered here at **[FACILITY]**, have directly contributed to the massive drop in deaths from cancer and other serious illnesses over the last few decades. IDoR recognizes one of the most successful technological and professional episodes in the history of modern health care. We are proud to offer these lifesaving services to all those who need them here in **[TOWN/COMMUNITY]**,” said **[SPOKESPERSON]**.

IDoR also recognizes the many innovations in radiology research that have produced great technological leaps and enabled more effective and efficient care. 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.

“Medical imaging exams save lives, resources and time. Scans generally cost less than the invasive surgeries that they replace and can find illnesses early — when they can be treated most effectively and inexpensively. Truly, Nov. 8 is International Day of Radiology, but radiology and radiologists make a world of difference every day,” said **[SPOKESPERSON]**.

**[INFORMATION ABOUT FACILITY]**

More than 110 medical societies in 57 countries around the globe are taking part in International Day of Radiology — the 119th 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].**