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Turning pink for breast cancer

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Methodist Jennie Edmundson Hospital will turn the town pink again this October as part of the local observance of Breast Cancer Awareness Month.

Money raised from the activities will help pay for breast cancer screenings and operating costs at Jennie's Breast Health Center, said Tara Slevin, vice president of development and volunteer services at Jennie.

"Each year, the foundation funds a good



File photo

Jennie Edmundson Hospital receives a check from Harrahs and Horseshoe Council Bluffs for \$125,000 during the Pink Out event on the 100 Block in downtown Council Bluffs on Oct. 12, 2012.

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portion of the Breast Health Center," she said, adding that the center doesn't receive reimbursement for some of its services.

Local businesses will adorn their windows to promote regular screenings, and pink T-shirts (with short and long sleeves) will multiply like rabbits throughout the city. As of Sept. 27, the Bosom Buddies had already sold about 1,600 shirts, she said.

Several activities will be held on the third annual Pink Out Day on Oct. 11, mainly in the 100 block of West Broad-

way. At 6 p.m., Mayor Tom Hanafan will issue a proclamation in the 100 block passageway designating Oct. 11 Methodist Jennie Edmundson Breast Health Center Day, Slevin said. He will also present awards to the top three finishers in the decorating contest. The first 100 breast cancer survivors to attend the festivities will receive a free flower courtesy of Bloom Works.

This year, window decorations will be judged by a committee based on message, creativity and timely completion,

she said.

"We won't do voting online, but we're going to have a People's Choice Award," she said. "Also on that day, we encourage everyone to wear pink — and especially Bosom Buddies T-shirts."

At 6:30 p.m., City Councilwoman Melissa Head will kick off the Pink Up the Pace 5K Fun Run and 1-Mile Walk, Slevin said. Pink Up the Pace will start in the 100 block and end at Bayliss Park, where more activities will be held. Parts of the street will be

blocked off. Participation is \$20 for adults and \$5 for children, with proceeds going to Jennie's Breast Health Center. Those wearing pink can receive a free glow necklace and bracelet.

Pink Out Partner window decals are available for businesses and vehicles.

"I think we have close to 100 businesses that are putting up those Pink Out Partner seals," she said. "This year, we're also doing car window seals. We are in the process of distributing about 500 window clings."

On Oct. 12, Casey's General

Stores will sell pink doughnuts, she said. The Save Second Base Pub Crawl will be held from 4 to 8 p.m. in the 100 block of West Broadway, with registration from 3 to 4 p.m. Participation in the adult event is \$20. Those who wear pink and participate in the fun and games could win a prize.

The Breast Health Center is the only nationally accredited breast health center in southwest Iowa, Slevin said.

“What makes us unique is we have a certified breast

health navigator,” she said. “Tammy Johnson does a wonderful job helping patients find their way through the health care system. “We also work with our lymphoma specialist, Mary Ellen Bartels, on things that sometimes come up.”

Jennie will do a Pink Out Oct. 18 in Glenwood and Malvern, Slevin said. Free breast and cervical cancer screenings will be offered Oct. 16 in Malvern. Free breast screenings will be offered Oct. 22 in Glenwood.

Finally, Jennie is asking people to Strike Out Breast Cancer at a bowling event Oct. 20 from 2-4 p.m. at ThunderBowl, 1900 Madison Ave., with doors opening at 1. Registration is \$25 per person or \$100 for a team of six. Those who wear pink will receive coupons for food and drinks. Prize drawings will be held. For more information on Pink Out activities or to register, go to jehfoundation.org.