



Little Red Door Cancer Agency

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FOR IMMEDIATE RELEASE

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Helping 400 Hoosier Women Fight Breast Cancer

Little Red Door Cancer Agency offers \$500 grocery gift card as incentive to schedule a mammogram

INDIANAPOLIS (October 6, 2010) – Breast cancer is one of the leading causes of death among women, second only to lung cancer. With October being Breast Cancer Awareness Month, Little Red Door is on a mission to help 400 Hoosier women get the breast cancer screening they need. As an added incentive, women who qualify for the program and register for breast cancer screening at the Little Red Door this month will be entered into a drawing for a \$500 grocery gift card. “We know our clients have limited income and need the extra help,” said Tanya Parrish, director of programs and services. The gift card will “help meet some of their basic needs,” she added.

Across Indiana, on average, 3,952 Hoosier women are diagnosed with breast cancer and 888 die each year. In Marion County, the most densely populated area of Indiana, about 509 women are diagnosed and 113 die, according to Indiana Cancer Consortium data.

Little Red Door Cancer Agency recognizes that cancer takes an extreme toll on cancer patients and their families. Unfortunately, many of those living with cancer lack financial resources, creating barriers to recovery. “We hope through incentives like this gift card, we can help 400 Hoosier women this month and encourage them not to delay a potentially life-saving screening,” said Parrish. Throughout the month of October, “we will be tracking our progress using a barometer outside our office,” Parrish said.

Little Red Door is committed to serving the medically underserved in the greater Indianapolis area including Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby counties who lack financial means or adequate insurance. Among the many cancer prevention and early diagnosis services the Little Red Door offers, the organization reduces the physical, emotional and financial burdens of cancer through a variety of free services. Contact Little Red Door at 317-925-5595 or www.littlreddoor.org to find out more.

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Little Red Door Cancer Agency strives to make the most of life and the least of cancer, by reducing the physical, emotional, and financial burdens of cancer for the medically underserved residents of Central Indiana. Little Red Door Cancer Agency opens doors to reduce the physical, emotional and financial burdens of cancer through a variety of free services, including screening and detection, client services, education and client navigation.