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**Women's Fund of Central Indiana Supports Little Red Door
Mammography Program with \$15,000 Donation**

(Indianapolis, IN -- October 13, 2010) October is breast cancer awareness month and Little Red Door Cancer Agency received a \$15,000 donation from the Women's Fund of Central Indiana. The donation will help fund the agency's mammography program to fight breast cancer.

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. We early detection, breast cancer is easier to treat and survival rates greatly increase. "Women's Fund of Central Indiana, a CICF affiliate, dollars received by Little Red Door Cancer Agency will help subsidize the agency's Mammography Assistance Program and provide clinical breast exams, mammograms, and other breast-related services," said Eric Richards, director of development for Little Red Door Cancer Agency. "Through continuing to diversify our funding sources, the agency will be able to help more and more women, and men, each year."

Said Jennifer Pope Baker, Director, Women's Fund of Central Indiana, "Little Red Door has been an important partner for women in our community for a long time and we appreciate the impact LRD has on helping women through diagnosis, treatment, and recovery" The 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. "A mammogram is the best method we currently have for detecting breast cancer at an early stage, when treatment is most effective," said Tanya Parrish, director of programs and services for Little Red Door Cancer Agency. Limited income, transportation, and scheduling doctor's appointments around work schedules can create barriers to getting the cancer screening one needs. "Little Red Door can help address all these barriers to help ensure early detection," she said, "and this is made possible by donations from the Women's Fund and many other generous donors."

During breast cancer awareness month, when qualified Hoosier women register for help at the Little Red Door they will be entered into a drawing for a \$500 grocery gift card. "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," she said.

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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.littlereddoor.org to find out more.