



spotlight on health

Breast Cancer Champions Fight for the Cause

(NAPSA)—How far would you go to help others struggling with breast cancer? Some people quit their full-time jobs to start non-profit foundations or host comedy parties as fundraisers; others establish mobile mammogram units to service underinsured women and provide early detection of the disease.

These are just a few of the amazing stories of the 2007 Yoplait Champions, a group of 25 men and women working tirelessly in their communities to raise awareness and money for the fight against breast cancer.

Together, they have rallied thousands nationwide to get involved in the fight. They were crowned Champions after an exhaustive nationwide search conducted by Yoplait®, Susan G. Komen for the Cure and *SELF* magazine.

Luckily, the Champions are not alone in their efforts. A 2007 nationwide survey by Opinion Research of those affected by breast cancer reveals that, despite a lack of energy, nine out of 10 are positive and optimistic about their health and remain active in raising awareness and funds for the cause. In fact, 43 percent of survey respondents mentor others diagnosed with breast cancer, and 40 percent try harder to make a difference as a result of their experience with breast cancer.

Getting involved in the cause can help you to feel like a champion. Here are a few suggestions for what you can do:



The Yoplait Champions are a group of men and women working to raise awareness and money for the fight against breast cancer.

- Ask your doctor about early detection methods
- Volunteer at a breast cancer health center
- Participate in breast cancer walks
- Create your own fundraising events
- Urge friends, families and co-workers to educate themselves about breast cancer

The 2007 Yoplait Champions hail from 18 different states and have various ties to the cause including being breast cancer survivors and advocates, as well as husbands, mothers, daughters and friends of those affected by the disease. To honor their courageous efforts, Yoplait will donate \$1,000 to each Champion's breast cancer charity of choice.

For more information, visit www.yoplait.com.