

# Health Awareness

## Early Detection Of Breast Cancer: Something To Really Like!

(NAPSA)—We all reflect on how the women in our lives are so important to us and our families. FUJIFILM Medical Systems U.S.A., Inc. and the National Breast Cancer Foundation are working together to raise awareness and encourage all women to understand the importance of early detection of breast cancer. The partnership recently launched Images of Health, a campaign designed to provide educational resources and support for breast cancer patients, survivors and their loved ones.

### Understanding Breast Cancer

Breast cancer is one of the leading health crises for women in the United States. According to the National Cancer Institute, 1 in 8 women will be diagnosed with breast cancer in their lifetime. There is currently no known cure and early detection is critical to survival.

“Fujifilm is committed to investing in research and developing innovative imaging technologies that play a key role in the screening, detection and diagnosis of breast cancer,” said NBCF founder and CEO Janelle Hail. “Their support allows us to continue our mission—saving lives through early detection and providing mammograms to those in need.”

### One simple test. Powerful results.

A mammogram is an x-ray that allows a qualified specialist to examine the breast tissue for any suspicious areas. Annual mammograms are typically recommended for women over 40, or earlier for women who have a history of breast cancer in their family.

“The best way to fight breast cancer is to have a plan that helps you detect the disease in its early stages,” said Breast Cancer Sur-



**Mammography is one of the most effective screening tools available to detect breast cancer.**

vivor Betty Dedon, product and marketing manager, FUJIFILM Medical Systems U.S.A., Inc. “Being well-informed is important for understanding breast cancer. Images of Health provides resources—including interactive tools and educational materials.”

### Promoting Early Detection of Breast Cancer

Throughout the month of May, participants are invited to “Like” Images of Health on Facebook and encouraged to share an inspirational health story and photo regarding a woman in their life for a chance to be entered in the Fujifilm Images of Health Mother’s Day Photo Sweepstakes. Eligible entrants will have an opportunity to win a red FUJIFILM FinePix JZ100 camera, including a camera case and 4GB SD card or a pink FUJIFILM INSTAX™ Mini 8 and INSTAX™ Mini Twin Film Pack, as well as a LIV® breast self-examination aid. Approximate total value of all Sweepstakes prizes offered is \$1,233.54.

Fujifilm is dedicated to promoting the early detection of breast cancer through advances in digital mammography and through increased awareness.

For more information and for a Sweepstakes Entry Form, details and Official Rules, visit [www.facebook.com/imagesofhealth](http://www.facebook.com/imagesofhealth).