



WOMEN'S HEALTH

Taking Steps to Fight Breast Cancer

(NAPSA)—When you go shopping for shoes, you could help in the fight against a disease that is diagnosed once every three minutes in America—breast cancer.

Breast cancer is the most common cancer among women of all ages. So far in 2004, there have been more than 215,000 women in the U.S. who have been diagnosed with the disease, and that number is expected to rise significantly in the future.

Shoppers can show their support for the cause and help fight the disease by buying a \$2, limited-edition “Taking Steps” brooch. It features the classic breast cancer awareness pink ribbon with a dangling pink pump shoe charm. Payless ShoeSource is making the brooches available for Breast Cancer Awareness Month in October.

Payless will donate 100 percent of the net profits from the sale of the brooches to the Susan G. Komen Breast Cancer Foundation, with a minimum guaranteed donation of \$100,000. The mission of the Komen Foundation is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

“This is a very important cause. Breast cancer is the leading cause of cancer death for American women ages 15 to 54 and the second-leading cause of cancer death in women ages 55 to 74,” says Star Jones, co-host of ABC-TV’s “The



Shoe shoppers can take steps in the fight against breast cancer by wearing this new brooch.

View,” chief of consumer style for Payless and prominent supporter of women’s health issues.

Jones said that the Payless effort is also significant because the stylish brooch is priced so that everybody can afford to show their support and contribute to this important cause.

The limited-edition brooches are available only while supplies last. To buy the Payless brooch, go to Payless stores starting Oct. 14 or to www.payless.com beginning Sept. 30. For more information about breast cancer awareness, contact the Komen Foundation at 1.800.I’M AWARE® or visit www.komen.org.