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## Press Release

### For Immediate Release

### **Cuero Regional Hospital: Help Cuero Regional Hospital Tackle Breast Cancer at Cuero Gobblers' Home Game on October 19**

**Cuero, Texas:** As we recognize Breast Cancer Awareness Month in October and the importance of early detection, Cuero Regional Hospital wants to extend that education into the community. Part of those efforts include a "Tackle Breast Cancer" special tie in event with the Cuero Gobbler's high school football team's only home game in the month of October on Friday, October 19. Members of the medical staff and employees will be sporting their pink starting at 6:30 p.m. under the bright pink tent. Game attendees are encouraged to stop by the booth early to get educational materials, ask the doctors questions, as well as pick up a Tackle Breast Cancer stadium cup and several t-shirts will be made available as well. Football game attendees are encouraged to sport their pink (and Gobbler green) at the game.



"At Cuero Regional Hospital, our mission is to provide compassionate care to those we serve with a commitment to excellence in all we do. We are honored to be a resource to help our community understand the need for early detection and provide the service," said Lynn Falcone, Cuero Health CEO.

"At Cuero High School, our faculty and students do a great job of promoting breast cancer awareness," said Gene Lasseter, Assistant Principal of Cuero High School. "They understand the magnitude of the issue and want to be proactive about informing people, supportive of screenings and care. We are thrilled to partner with Cuero Regional Hospital to encourage additional health education on this important subject," said Lasseter.

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Among health professional organizations, there is no standard set of mammogram guidelines for women to follow, but a screening every 1-2 years beginning at age 35-40 encompasses most recommendations. The risk for developing breast cancer rises appreciably for women in their 40s, who have an incidence of 1 per 68 or 1.47 percent. Risk for ages 50-59 is 1 in 42 or 2.38 percent; for ages 60-69 it is 1 in 28 or 3.56 percent; and ages 70-79, the incidence is 1 in 26 or 3.82 percent. Among American women, the lifetime risk of breast cancer is 12.4 percent.

Women can consult with their physicians, who can make recommendations based on personal risk factors such as family history. Doctors say adult women of any age should conduct occasional self-examinations and report changes or abnormalities to their physicians.

In honor of Breast Cancer Awareness Month, Cuero Regional Hospital is offering a Mammogram special of \$65 for a digital screening mammogram and reading. No physician order is required to schedule. This offer is a cash/pre-pay at time of service only; no insurance companies, Medicaid or Medicare will be billed. Call 361 -275-0170 to schedule your appointment today or for any questions.

Cuero Regional Hospital is located at 2550 N. Esplanade in Cuero, Texas and offers an ED-Level IV Trauma Center, on-staff General Surgeon, and a TeleStroke program. For more information, please visit [www.cuerohospital.org](http://www.cuerohospital.org) or call (361) 275-0170 to schedule your mammogram.

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