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NEWS RELEASE

Date: April 18, 2007

**Pink Ribbon Celebrates First Year of
900 Women Mammography Campaign**

St. Luke's Magic Valley Regional Medical Center invites the public to join us for a Mother-Daughter walk along the CSI Fitness Trail on Saturday, May 5. The non-competitive event celebrates one year of accomplishments of the 900 Women Campaign. Activity stations along the route promote breast cancer awareness. After completing the walk, choose your finish line gift and join staff and community volunteers at the Women's Center for refreshments and a year-end report of the 900 Women Campaign.

Make this a special Mothers Day this year by purchasing mammogram certificates for the women in your life. You may also schedule your annual mammogram at the same time. For more information call 933-4000 (St. Luke's Imaging Center), 933-4050 (St. Luke's Women's Center), or visit www.stlukesonline.org.

Date: Saturday, May 5

Time: Walk any time between 10 a.m. – 1 p.m.

Location: Begins and ends at the new St. Luke's Women's Center
(Naples Building, 762 North College Road)

St. Luke's Magic Valley Regional Medical Center opened its doors in 1908. Today, this 213-bed community hospital serves the health care needs of people from eight southern Idaho counties and parts of northern Nevada. St. Luke's Magic Valley Regional Medical Center provides inpatient and outpatient surgery, 24-hour emergency services, cancer treatment, imaging, the Canyon View Psychiatric and Addiction Services, and women's and children's health care.

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(News Editors: For more information call Rhonda Bright in the Community Relations Department at 737-2807.)