



LOUISIANA LEGISLATIVE WOMEN'S CAUCUS

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Press Release

FOR IMMEDIATE RELEASE

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WOMEN OF THE LEGISLATURE TO GEAR UP IN PINK FOOTBALL JERSEYS

Members of the Women's Caucus Attending Three University Football Games to Promote Breast Cancer Awareness

Baton Rouge, Louisiana—The Louisiana Legislative Women's Caucus (LLWC) announced its new endeavor for the National Breast Cancer Awareness Month in October. The Women's Caucus has launched the Breast Cancer Awareness Initiative (BCAI)-University Campaigns in the hopes of raising the awareness of the benefits of early detection through self-examinations. This year's slogan, "Early Detection Keeps You in the Game" is an affirmation of the Women's Caucus' belief in the benefits of early detection. The LLWC has partnered with Mary Bird Perkins Cancer Center, the Louisiana Breast and Cervical Health Program and three Louisiana universities: Southeastern Louisiana University, Southern University A&M and Grambling State University. For the event, members of the Women's Caucus will be donning their pink football jerseys to meet and greet fans. The legislators will distribute 30,000 pink novelty cardboard fans, which contain contact information for free and reduced cost cancer-related services. Game attendees will also receive information on breast cancer diagnosis, treatment and screenings.

Rep. Diane Winston, chairman of the Louisiana Legislative Women's Caucus stated "the 24 women of the Louisiana Legislature jumped at the opportunity to partner with SLU, Southern and GSU and their football programs to use a football game to bring broader awareness to the importance of early detection. Breast cancer does not just affect women. It affects families."

(More)

add one - Women of the Legislature

The Women's Caucus, along with Mary Bird Perkins Cancer Center and representatives from the Louisiana Breast and Cervical Health Program will be at SLU's game in Hammond on Saturday, October 2, Southern University's game at the New Orleans Superdome on Saturday, October 16 and Grambling State University's game on Saturday, October 23. The football fields on these game days will be marked with two 15-by-6 pink ribbons. The itinerary for activities will be as follows:

- Saturday, October 2, 2004
BCAI-University Campaigns-Southeastern Louisiana University
Hammond, Louisiana
3:00 p.m. to 5:00 p.m.–Health Information Fair in Friendship Circle
6:00 p.m.--SLU -vs- Mississippi Valley State
Half-time--On-field appearance by the Women's Caucus
- Saturday, October 16, 2004
BCAI-University Campaigns–Southern University A & M
New Orleans Superdome
12:00 p.m. - 2:00 p.m.–Health Information Fair at the Plaza Level Concourse
Two Main Entrances of the New Orleans Superdome
1:00 p.m.--Southern University -vs-Jackson State University
Half-time--On-field appearance by the Women's Caucus
- Saturday, October 23, 2004
BCAI-University Campaigns–Grambling State University
Grambling, Louisiana
4:00 p.m. - 5:30 p.m.–Health Information Fair (Location TBA)
6:30 p.m.–Grambling State University -vs-Jackson State University
Half-time--On-field appearance by the Women's Caucus

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ATTENTION NEWS EDITORS: To schedule interviews with members of the Louisiana Legislative Women's Caucus for advance stories or coverage of the breast cancer awareness initiative, please contact Trin Johnson at 225.342.0334.