

FOR IMMEDIATE RELEASE
September 14, 2011

For More Information Contact:
Fredda Bryan, American Cancer Society
757-493-7943
Fredda.Bryan@cancer.org



WALMART FOUNDATION AND AMERICAN CANCER SOCIETY JOIN TOGETHER TO FIGHT BREAST CANCER IN PORTSMOUTH

Press Conference to feature local, state, regional healthcare, political and community partners to reduce breast cancer disparities among African American women.

PORTSMOUTH, VA – September 14, 2011 – The Walmart Foundation and the American Cancer Society join with local, state and regional healthcare, political and community partners to announce a new **breast cancer awareness initiative, Monday, October 3, 2011 at NOON, Roger Brown’s Restaurant, 316 High Street, Portsmouth.** A special “round table” of Portsmouth community leaders will be introduced. Invited guests include Portsmouth Mayor Kenneth Wright and Secretary of Health and Human Services for Virginia, Dr. William Hazel, as well as local and regional community leaders.

Portsmouth, Virginia is one of three cities to receive a \$300,000 grant to reduce breast cancer disparities among African American women, by increasing education, linking community resources and promoting access to low or no-cost breast cancer screenings. Through collaboration with outreach organizations and community health advisors, the goal is to increase education, to reinforce the importance of early detection, and decrease the disparity among underserved populations in Portsmouth.

According to the American Cancer Society’s Cancer Facts and Figures (2011), disparities arise from inequities in work, wealth, income, education, housing, and overall standard of living, as well as social barriers to high-quality cancer prevention, early detection and treatment services. Additionally, persons with lower socioeconomic status are more likely to engage in behaviors that increase cancer risk such as tobacco use, physical inactivity, and poor diet.

“We are looking forward to the collaborative efforts of all of our community partners to reduce the number of women who go without screening and medical care for breast cancer because of lack of knowledge or resources. We are grateful to the Walmart Foundation for the generous gift that allows us to work within the Portsmouth community”, said David Simpkins, Executive Vice President, Market Strategy and Health Equities of the American Cancer Society.

The American Cancer Society has implemented programs across the country to help reduce cancer disparities, including community based initiatives such as the Patient Navigator Program, which helps patients and families through the complex medical system. Since 1999, the Society has funded 117 studies totaling \$99 million devoted to the poor and medically underserved, and the Society’s intramural research department focuses resources on community-based interventions and disparities research.-

MORE-

stay well | get well | find cures | fight back | cancer.org | 1.800.227.2345 ¹

South Atlantic Division, Inc.
4416 Expressway Drive Virginia Beach, VA 23452
757.493.7940 / 1.800.294.4227 f) 757.493.9450



About the American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; by helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.5 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org

###