

# The Power of Pink

## *Free breast cancer screening program*

The Caldwell Night Rodeo's Power of Pink program provides free screening mammograms at West Valley Medical Center and Saint Alphonsus Medical Centers for Treasure Valley women who are uninsured, underinsured or underserved.

### **Detecting cancer**

- 1 in 7 Idaho women will develop breast cancer within their lifetime.
- Annual screening mammograms help detect breast cancer at an early stage, when it is treatable. Early detection may prevent 15 to 30 percent of all deaths from breast cancer among Idaho women over the age of 40.



### **Fundraising at the rodeo**

The Caldwell Night Rodeo raises money for this program annually at Power of Pink Night, where rodeo participants and attendees are encouraged to wear pink.

- Caldwell Night Rodeo: Aug. 16-20, 2011
- Power of Pink Night: **Aug. 18, 2011**

### **To apply for aid**

Enrollment forms are available at [www.caldwellnightrodeo.com](http://www.caldwellnightrodeo.com)

 **WEST VALLEY  
MEDICAL CENTER**

 **Saint Alphonsus  
Medical Group**  
—Caldwell

**KTVB 7**  
IDAHO'S NEWS CHANNEL

**CNR**  
Caldwell Night  
Rodeo

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