

Memorial Health Care System

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FOR IMMEDIATE RELEASE

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Memorial Receives \$50,000 Grant from Avon Foundation for Women

Chattanooga, TN (February 14, 2011) – The Avon Foundation Breast Care Fund has awarded a \$50,000 one-year grant to Memorial Health Care System to increase awareness of the life-saving benefits of early detection of breast cancer. It is the 6th year that Memorial and the MaryEllen Locher Breast Center have received funding from the Avon Foundation for Women to support its work on this important health issue and in recognition of the excellence of the program.

The MaryEllen Locher Breast Center at Memorial will continue providing women in Chattanooga and the surrounding region with mammograms and clinical breast exams in their own communities.

Breast cancer is the most common form of cancer in women in the U.S. and the single leading cause of death in women between the ages of 40 and 55. Nationwide, there is a new diagnosis every 14 minutes. While advances have been made in prevention, diagnosis and treatment, early detection remains the best opportunity for successful treatment. Programs at the MaryEllen Locher Breast Center at Memorial help ensure that all women have access to early detection information and options – even poor and medically underserved.

“We are proud that the Avon Foundation for Women shares our mission and has chosen to support our program,” said Kathy Dittmar, director of Women’s and Support Services. “With these funds, we will be able to continue ensuring that women in our region have access to mammograms.”

Since 1993, the Avon Foundation has awarded more than 1,425 grants to community-based breast health programs across the United States, including the MaryEllen Locher breast Center at Memorial. These programs are dedicated to educating underserved women about breast cancer and linking them to early detection screening services.

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Memorial Health Care System is a not-for-profit, faith-based healthcare organization dedicated to the healing ministry of the Church. Founded by the Sisters of Charity of Nazareth and strengthened as part of Catholic Health Initiatives, it offers a continuum of care including preventative, primary and acute hospital care, as well as cancer and cardiac care, orthopedic and rehabilitation services. Memorial is a regional referral center of choice with 4,000 associates and more than 700 affiliated physicians providing health care throughout Southeast Tennessee and North Georgia. Memorial Health Care System is recognized as one of the nation's 100 Top Hospitals® by Thomson Reuters, the health care industry's leading source of information on hospital quality. To learn more, visit www.memorial.org.

The Avon Foundation for Women and Breast Cancer Crusade

The Avon Foundation for Women, an accredited 501(c)(3) public charity, was founded in 1955 to improve the lives of women and today is the world's largest corporate-affiliated philanthropy focused on issues that matter most to women. Avon philanthropy focuses its funding on breast cancer research and access to care, efforts to reduce domestic and gender violence, and efforts to provide relief and recovery in times of major natural disasters and emergencies. Since the Avon Breast Cancer Crusade launched in 1992, Avon breast cancer programs in more than 50 countries have raised almost \$700 million for research and advancing advance access to care, regardless of a person's ability to pay. In addition to receiving generous support from Avon Products, Inc., and its sale of Avon "pink ribbon" products, the Foundation raises funds through a variety of events and walks, such as the U.S. Avon Walk for Breast Cancer series, which is the Foundation's largest fund-raising source.