



NEWS RELEASE

October 4, 2019

Lighthouse Promotes Breast Cancer Awareness

Metropolis, Illinois, Friday October 4, 2019. A large pink ribbon was installed on the Metropolis Lighthouse, aka "Hope Light", today to help mark October as Breast Cancer Awareness Month and launch an annual campaign to bring attention to the need for mammograms and/or clinical breast screening exams for women beginning at age 40.



Women at a higher than average risk of breast cancer may need to be screened earlier and more often than women at an average risk which may include a breast MRI. Women are encouraged to discuss breast cancer screening options with their healthcare provider to determine their particular needs during annual office visits. Screening tests can detect breast cancer in early stages when the chances of survival are the greatest.

Per the American Cancer Society, "After skin cancers, breast cancer is the most common cancer diagnosed among U.S. women, and the second leading cause of cancer death among women after lung cancer. In 2019, approximately 268,600 new cases of invasive breast cancer will be diagnosed among U.S. women, and 41,760 women will die from the disease." Per the Centers for Disease Control and Prevention, in Illinois alone, about 1,800 women will die from breast cancer this year with more than 10,000 new cases being diagnosed. Of these new cases in Illinois, more than 3,400 women will be diagnosed in late stages with less chances of survival. Regular breast cancer screening tests can reduce the chances of dying from this deadly disease.

The Metropolis Lighthouse is the world's only lighthouse that was designed for, built for and dedicated to the fight against cancer. The lighthouse was built in 2014 and is located in Metropolis, Illinois on the bank of the Ohio River. As in the functional role of a real lighthouse in navigating the way into safe harbors, the Metropolis Lighthouse fulfills its functional role by helping navigate the way to cancer awareness and provide hope for early cancer detection and survival.

For more information on breast and all other cancers and to find out how to sign up for breast cancer screening reminders, see the Hope Light Foundation's website at <http://www.hopelightproject.com>. The Foundation is a 501(c)(3) nonprofit public charity dedicated to the fight against all cancers.

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The attached photos are available for media use.

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