

FUELED BY LOVE & PASSION

Support for Gunnison Valley residents with breast cancer

BREAST CANCER IS A CHALLENGING DISEASE because as we learn that early detection can save lives — at the same time the numbers of cases will increase 50% over the next 15 years.

Everyone has a friend, a neighbor or family member who had been affected by breast cancer and each story is different. Their stories evoke all types of emotions — gratitude, anger, deep sadness, joy and frustration. Each of these stories teaches us something and makes us look at our own lives in a whole new way.

Please join us in helping to make these stories as positive and non-invasive as we can for the Gunnison Valley community. Please help us to make our local hospital the best it can be for breast care and help us to keep our friends here while they navigate through detection and diagnosis. Help us to make sure that their journey is as positive as it can be and that they can carry on with their day to day lives here.

Cattlemen's Days Tough Enough To Wear Pink strives to take excellent care of each person as if they are a close friend or family member. This is a true grass-roots organization and is fueled by love and passion — we need you! Please support Tough Enough To Wear Pink by donating or volunteering today.

Sincerest thank you,

Cattlemen's Days

Tough Enough To Wear Pink



GUNNISON VALLEY HEALTH



For more on how we can help please contact:

GunnisonTETWP.com

GunnisonValleyHealth.org

LivingJourneys.org

Facts about breast cancer

- **About 1 in 8 U.S. women (about 12%)** will develop invasive breast cancer over the course of her lifetime.
- **In 2015, an estimated 231,840 new cases of invasive breast cancer are expected to be diagnosed** in women in the U.S., along with 60,290 new cases of non-invasive (in situ) breast cancer. About 2,350 new cases of invasive breast cancer are expected to be diagnosed in men in 2015. A man's lifetime risk of breast cancer is about 1 in 1,000.
- **About 40,290 women in the U.S. are expected to die in 2015** from breast cancer, though death rates have been decreasing since 1989. Women under 50 have experienced larger decreases. These decreases are thought to be the result of treatment advances, earlier detection through screening, and increased awareness.
- **For women in the U.S., breast cancer death rates are higher than those for any other cancer, besides lung cancer.**
- **Besides skin cancer, breast cancer is the most commonly diagnosed cancer among American women.** In 2015, it's estimated that just under 30% of newly diagnosed cancers in women will be breast cancers.
- **About 85% of breast cancers occur in women who have no family history of breast cancer.** These occur due to genetic mutations that happen as a result of the aging process and life in general, rather than inherited mutations.

Mammography has helped reduce breast cancer mortality in the U.S. by nearly
ONE-THIRD
since 1990!



CHECK YOUR BOOBIES!

MAMMOGRAM FACTS

- Mammography has helped reduce breast cancer mortality in the U.S. by nearly **one-third** since 1990
- The ten-year risk for breast cancer in a 40 year old woman is **1 in 69**
- **1 in 6** breast cancers occur in women aged 40-49
- Of all the years of life saved by mammography, 40% are for women in their **40s**
- **Three-quarters** of women diagnosed with breast cancer have no family history of the disease and are not considered high risk
- Even for women 50+, skipping a mammogram every other year would miss up to **30%** of cancers

FOR EVERY 1,000 WOMEN WHO HAVE A SCREENING MAMMOGRAM

100	20	5
are recalled for more mammography	are recommended for a needle biopsy	are diagnosed with breast cancer

WHAT IS A MAMMOGRAM?

- A mammogram is a specific type of breast exam used to aid in the early detection and diagnosis of breast diseases in women. This quick medical exam uses a noninvasive X-ray targeted to each breast, producing pictures that your doctor can use to identify and treat any abnormal areas, possibly indicating the presence of cancer.

WHY ARE MAMMOGRAMS IMPORTANT?

- Annual mammograms can detect cancer early — when it is most treatable. In fact, mammograms show changes in the breast up to two years before a patient or physician can feel them. Mammograms can also prevent the need for extensive treatment for advanced cancers and improve chances of breast conservation. Current guidelines from the American College of Radiology, the American Cancer Society, and the Society for Breast Imaging recommend that women receive annual mammograms starting at age 40 — even if they have no symptoms or family history of breast cancer.



OUR MISSION

Cattlemen's Days Tough Enough to Wear Pink (TETWP) is dedicated to providing local funding for breast cancer awareness, prevention, education, support, breast screenings and equipment.

OUR VISION — HELPING THE COMMUNITY

According to the National Cancer Institute 49-52 residents of Gunnison County seek treatment for various types of cancer every year. All monies raised assists the residents of Gunnison and Hinsdale counties providing support in education, mammograms, ultrasounds and further diagnosis.

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Find out more about Cattlemen's Days Tough Enough to Wear Pink and help support our mission of providing local funding for breast cancer awareness, prevention, education, support, breast screenings and equipment.

CATTELMEN'S DAYS TETWP

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GUNNISON VALLEY HEALTH

EARLY DETECTION
SAVES LIVES
We are here to help

Tough Enough to Wear Pink is working together with Gunnison Valley Hospital and Living Journeys to help those in need of financial assistance for medical bills or personal needs due to a breast cancer diagnosis.

10
Celebrating our
10th Anniversary
in the Valley!

