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September 30, 2011

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Public Health
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Breast Cancer Awareness Event on Oct. 4 Highlights Need for Prevention

Breast Cancer Awareness Month in October raises awareness of breast cancer and the need for prevention.

Events taking place during October encourage women to check themselves regularly, see their doctors and remain vigilant against breast cancer while also celebrating the vitality of survivors who are recovering from the disease.

The St. Petersburg Healthy Start Federal Project is dedicated to increasing awareness and the importance of early breast cancer detection.

Their 4th Annual Breast Cancer Awareness Event at 5:30 p.m. on Tuesday, Oct. 4, will feature Dusty Showers, a male advocate for early detection and treatment of breast cancer. The event will be held at the All Children's Education and Conference Center, 701 4th St. S., St. Petersburg.

This event is free and open to the public. The first 50 participants to register will receive a signature gift. For more information or to RSVP, call (727) 767-6780.

Mr. Showers has been advocate for the past six years since his mother-in-law was diagnosed with breast cancer in 2003 and then underwent a double mastectomy. Two years later, he decided to take part in a breast cancer awareness walk.

"Raising breast cancer awareness is more than just wearing a pink bracelet in October," said Mr. Showers. "We remain dedicated to empowering women and men to take charge of their own breast health through self-exams, annual mammograms and knowledge of the facts.

"It looks absurd for a 40-year-old guy with a hairy chest to be walking around in a pink bra and cowboy hat, but if people take notice, then I've done my job."

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