

For Immediate Release  
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## Cannon Hospital Kicks Off Breast Cancer Awareness Month with “Girl Talk”

Pickens, SC- In an effort to educate women on the importance of yearly mammograms, Cannon Memorial Hospital has partnered with Verizon Wireless of Pickens to hold “Girl Talk,” an open, candid discussion about mammograms, on Saturday, October 1 from 10am to 2pm at the Verizon Wireless store on Main Street in Pickens. The event is aimed at women who have never had a mammogram. Radiology technologist will be on hand with videos, mammogram images and to answer any questions these women might have. “Human nature is to fear the unknown and we thought it would be a great idea to break down any misconceptions that women may have about mammograms in order to get them to schedule that yearly appointment,” said Amanda Dow, Director of Community Relations at Cannon.

Women are invited to drop by the Verizon Wireless store at 111 West Main Street in Pickens on October 1 and receive a “Girl Talk” gift pack, free mini massages, food and register to win the grand prize, an LG Enlighten Droid, plus get all of your questions answered. “Most women trust their girlfriends to tell them the truth about things, so we want them to trust us with honest information about mammograms. We won’t get real technical, just real.”

For more information about the event call 898-1252 or log onto [www.cannonhospital.org](http://www.cannonhospital.org).