

Nov. 25, 2003

Women's Program At Amarillo Farm Show Features Fashions, Health

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AMARILLO - Putting the runway spotlight on cancer survival and early detection to foster breast health will be the focus of the Women's Program at the Amarillo Farm and Ranch Show, Dec. 4.

The "Modeling the Cure" Program will begin at 1:30 p.m. in the Heritage Room at the Civic Center, at 3rd and Buchanan in Amarillo.

The cost to attend will be \$5, with proceeds going toward Area Breast Health Coalition educational programs.

"Our partnership with the Amarillo Area Breast Health Coalition is helping to showcase both awareness and early detection techniques," said Sue Church, family and consumer science agent with Texas Cooperative Extension in Potter County, the event's sponsor. In addition, several courageous women will be modeling as their survival stories are shared with the audience.

"Knowing breast cancer is the second most common form of the disease behind skin cancer among women underscores the need for this type event," said Church. National breast cancer statistics show one in every eight women will be affected by the disease.

Each cancer survivor's story is one of renewal and hope, Church said. The models are members of the Texas Extension Education Association, representing several clubs in the county. Fashions are being provided by J. C. Penney, Westgate Mall.

"Our program started seven years ago to help address the level of emotion, intimacy, and concern of women that goes beyond just getting the facts about a disease," said Leticia Goodrich, Coalition spokeswoman.

In addition to the inspiring stories and fashions, members of the audience will have many opportunities to discuss related issues with area cancer specialists and physicians who will be offering factual information. Goodrich said these enjoyable, yet informal forum help women stay informed.

"The doctors and health care specialists participating will be completely focused on women's health issues and taking questions from participants throughout the event," Goodrich said.

Refreshments and door prizes will be provided by the Extension Education Clubs. For information about the event and to purchase admission tickets, contact Sue Church at the Extension office in Potter County, 3301 E. 10th, Amarillo, TX 79104, Telephone: 806-373-0713.