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## **The American Cancer Society partners with the NFL Foundation to provide breast cancer services to at-risk women in Metro Detroit**

**Detroit, Mich. – September XX, 2012** — The American Cancer Society (ACS) announced today that The National Football League Foundation awarded the organization a \$50,000 grant to provide breast cancer services to high-need communities in Metro Detroit. The grant will enable ACS to provide breast cancer education, outreach and screening to low income women in southeastern Michigan.

Contracting with ACCESS, a community-based health and mental health center in Dearborn and American Indian Health and Family Services, a non-profit health center serving southeastern Michigan, the grant will provide necessary training, education, materials and screening for at-risk women across metro Detroit.

Specifically, ACS, ACCESS and American Indian Health and Family Services will schedule home visits to local low-income households with individuals never previously screened for breast cancer and provide culturally appropriate breast cancer education aiming to increase the number of women screened. Additionally, the grant will provide training and institution of evidence-based practices for increasing screenings in a clinical setting at both sites, as well as utilize the funds to screen 150 women.

The Detroit area grant from the NFL Foundation is part of a larger one million dollar grant to support ACS's Community Health Advocates National Grants for Empowerment (CHANGE) program. This program utilizes partnerships between ACS and health care systems in areas of greatest need to provide outreach and breast cancer screenings to women who need them.

The NFL and the American Cancer Society will also kick off their fourth consecutive breast cancer screening campaign called, "*A Crucial Catch: Annual Screening Saves Lives*" this October. The campaign will help remind all women about

the importance of getting a mammogram and clinical breast exam every year to find breast cancer in its early, more treatable stages.

To learn more about “A Crucial Catch: Annual Screening Saves Lives,” visit <http://www.nfl.com/pink>.

### **About the American Cancer Society**

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end cancer for good. As a global grassroots force of three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping you stay well by preventing cancer or detecting it early, helping you get well by being there for you during and after a diagnosis, by finding cures through groundbreaking discovery and fighting back through public policy. As the nation’s largest non-governmental investor in cancer research, contributing more than \$3.8 billion, we turn what we know about cancer into what we do. As a result, an estimated 13.7 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

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