

News Release

FOR IMMEDIATE RELEASE
Friday, Oct. 14, 2005

Contact: Mary Cottom
573-751-0810

Women's Council Praises Arch Lighting for Breast Cancer Awareness Month

ST. LOUIS _ Representing women from across the state, the Missouri Women's Council will join federal and state leaders in St. Louis tomorrow for a ceremony to illuminate the Gateway Arch in pink honoring National Breast Cancer Awareness Month.

``This ceremony is a chance for Missourians to recognize the strength and hope of those women who are fighting cancer while also honoring those who have lost their lives to this terrible disease,`` said Mary Cottom, executive director of the Missouri Women's Council. ``While a search for a cure continues, we hope that this event will help raise awareness about this disease and the need for early detection and treatment.``

The event, scheduled for 7:45 p.m. on Oct. 15, will be hosted by U.S. Sen. Jim Talent. Joining Talent for the event will be Dr. Christina V. Beato, acting assistant secretary for health of the U.S. Department of Health.

The Missouri Women's Council works closely with other agencies and community based organizations to promote the well being of women in Missouri. Located within the Department of Economic Development, the Council was created by statute in 1985 to identify issues affecting the economic and employment status of Missouri women.

As part of Breast Cancer Awareness Month, the 15-member Women's Council sponsors the pink breast cancer awareness license plates. Since the plates became available two years ago, more than 300 license plates have been sold and new applications are processed on a daily basis. Funds raised through the sales of the license plates are used to provide breast cancer services to women in Missouri who are uninsured or underinsured.

###