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**WILDCATS AND RAMBELLES “THINK PINK” FOR
BREAST CANCER AWARENESS**

Abilene, TX – “Think Pink” with the Abilene Christian University Women’s Basketball Team as they host the Angelo State Rambelles. The Wildcats and Rambelles are joining together to help increase awareness on the importance of breast cancer early detection and screening. The game will be held at Abilene Christian’s Moody Coliseum on February 17, 2008, and tip-off is at 2 pm. Fans that dress in pink will get in free with a \$2 donation. All funds raised will be donated to Alliance for Women & Children Women’s Health Awareness Program, which reaches over 5,000 women in Abilene and the Big Country.

“We are excited that these young women are joining forces to increase breast cancer awareness. With these funds we will be able to provide educational materials and information to women across all 36 counties we serve in West Texas,” says Toni Brown, Program Manager for Women’s Health Awareness Program at Alliance for Women & Children.

Women’s Health Awareness Program will provide over 1,200 mammograms, and collaborate with local clinics, hospitals and doctor’s offices to provide breast health services to low income women throughout the year. Since, the program is also a Breast and Cervical Cancer Services grantee through the Texas Department of State Health Services, any Women’s Health Awareness client diagnosed with invasive breast cancer will be eligible for Medicaid while being treated.

“With the help from organizations like the ACU Wildcats, we can ensure all women of the Big Country have access to early detection information and options,” says, Kristina Jones, Executive Director of Alliance for Women & Children.

Breast Cancer is the most common form of cancer in women in the U.S., and the leading single cause of death in women between the ages of 40 and 55. According to the American Cancer Society, 12,120 new cases of breast cancer will be detected in Texas this year and 2,480 lives will be lost. Nationwide, there is a new diagnosis every three minutes and a death from breast cancer every fourteen minutes. While advances have been made in prevention, diagnosis, and cure, early detection still affords the best opportunity for successful treatment.

For more information on Women's Health Awareness at Alliance for Women & Children and the benefits of early detection contact Toni Brown at (325)-677-5321.

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Alliance for Women & Children is dedicated to empowering women and families with tools to dream by promoting well being, self-sufficiency, and future success through programs such as After-School Care, A-Teens for Teen Girls, Economic Empowerment and Women's Health Awareness. Located at 1350 N. 10th, the Alliance has been serving the Abilene community since 1920.