



**For Immediate Release:**  
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## **News Release**

### **Prominent Utah Women are Faces of New Breast Cancer Awareness Campaign**

(SALT LAKE CITY) – Getting regular mammograms is the best way to detect breast cancer in its earliest, most treatable stage. When found early, breast cancer is treatable.

"Not a lot of people can say their job saved their life, but mine was truly saved when I got a mammogram for a TV story," says Mary Nickles, KUTV anchor who was diagnosed with breast cancer in 2011 after she did a news story on the importance – and ease – of getting a mammogram.

Utah women have the second lowest breast cancer screening rates in the country. In an effort to change that the Utah Department of Health (UDOH) Cancer Control Program (UCCP) created a series of TV and radio ads featuring both Nickles and Sheri Dew, president and CEO of Deseret Book Company. Both share their stories of how getting a mammogram saved their life.

"I know a lot of busy women, in fact I don't think I know a woman who isn't busy, but take it from me, take 45 minutes, just do it. Just go get a mammogram," says Dew.

"Our key message is for all women who are 40 years and older to get screened," said Lynne Nilson, program director, UCCP. "If you are a woman, you are at risk, and that risk increases with age. In fact, more than 85 percent of breast cancers occur in women with no family history."

"We are so appreciative of Sheri and Mary for taking the time to be part of this extremely important campaign by sharing their story with all Utahns," added Nilson. "They both lead

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very busy lives, and their message is clear that taking time to get a mammogram is one of the best things a woman can do for herself and her family.

For more information or to see the ads, visit [www.cancerutah.org](http://www.cancerutah.org).

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*The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.*