



## **North Texas Pink-Out Breast Cancer Foundation Formed**

*Inaugural event planned for high school football games in October*

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FLOWER MOUND, TX – August 20, 2015– For women in the U.S., breast cancer death rates are higher than those for almost any other cancer. According to the American Cancer Society, approximately 1 in 8 women in the U.S. will develop invasive breast cancer over the course of her lifetime. These startling statistics prompted community leaders to make breast cancer prevention a priority through increased awareness and early detection. As a result, the [North Texas Pink-Out Breast Cancer Foundation](http://PinkOut.org) was formed.

The mission of North Texas Pink-Out Breast Cancer Foundation is dedicated to saving lives within our community. The Foundation focuses its efforts on the benefits of early screening and detection of breast cancer in the general population and the identification of higher risk genetic factors through education and supporting services.

“The North Texas Pink-Out Breast Cancer Foundation was formed a little over a year ago which started with the Pink-Out Game at Marcus High School. Nema House, the Varsity Cheerleading Head Coach at Marcus was inspirational in heading up the Pink-Out Games and raising awareness for Breast Cancer Awareness month in October. This led to the idea of forming a non-profit organization to provide education and to help women with no insurance coverage receive mammogram screenings. The Foundation has a wonderful relationship with both Marcus High School and Flower Mound High School which helped raise funds during the 2014 Pink-Out games,” says Petrides. The Foundation has worked hard over the past year and has recently partnered with the Christian Community Action to help screen potential patients. CCA helps identify women in need and schedules appointments at the Texas Health Flower Mound Women’s Imaging Center to perform screenings.

The Foundation will host its second public event October 9<sup>th</sup> during Breast Cancer Awareness Month at the football game at Flower Mound High School. The event starts at 5:30 PM beginning with a parade

around the track prior to kickoff. On October 16<sup>th</sup> the Foundation will be present at the Pink-Out game at Marcus High School with the parade starting at 5:30 PM. The Foundation invites you to attend the Pink-Out Games and participate in the parades.

Board members appointed to the North Texas Pink-Out Breast Cancer Foundation include:

- Board President – Pam Petrides, Director of Marketing for Texas Health Presbyterian Hospital Flower Mound
- Board Vice President – Sonya Lail, Principal of Flower Mound High School
- Community Member at Large – Jerry Holton, Sergeant Denton County Sheriff Department, Local Business Owner & US Army, CSM, Retired
- Board Secretary – Rebecca Clark, Principal of Lamar Middle School
- Fundraising Chair – Dianne Costa, former Mayor for City of Highland Village and serves on Governing Board at Texas Health Presbyterian Hospital Flower Mound.

“I believe my work experience, as well as my journey in walking through this disease with loved ones, makes me well suited to serve on the board for this foundation,” says Costa, who worked at Baptist Memorial Hospital administering radiation therapy to patients with breast cancer and spent 10 years working at a military hospital as clinical director of radiation therapy. “You become family to those patients who are dealing with this disease without the support of relatives. My experience also gave me a unique perspective on how family members deal with this disease when it affects a loved one.”

For more information about the North Texas Pink-Out Breast Cancer Foundation, visit [www.pinkout.org](http://www.pinkout.org).

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