

Zeneca Ag Announces Nationwide Breast Cancer Awareness Campaign Focuses On Rural Women

NEW YORK, N.Y. — Too many rural women may be dying from breast cancer, simply because their disease isn't being detected soon enough. Getting regular mammograms — the single most effective tool for finding breast cancer early — could save many of those lives. The problem, according to a survey by the American Cancer Society, is that two-thirds of rural women either don't know they need mammograms, or don't get them, even though they know they need them.

One of the nation's largest agrochemical companies is committed to changing that, with one of the most ambitious and far-reaching breast cancer awareness campaigns to date.

Zeneca Ag Products, and its parent, Zeneca Inc., are spearheading National Mammography Day (October 19), a day recognized officially in 1994 by President Clinton to encourage millions of

American women — particularly those living in rural settings or who are otherwise underserved by the medical community — to get or sign up for mammograms. To further encourage the practice of mammography, many accredited radiologists will offer reduced-fee mammograms during October.

This year, Zeneca marks a decade-long commitment to breast cancer awareness. Ten years ago, the company launched the first-ever National Breast Cancer Awareness Month (NBCAM). Today, NBCAM has grown to become one of nation's largest and most recognized public education campaigns.

"We believe very deeply in this program, and felt it was something we had to do as a company that is in the business of serving the rural community," says Bob Woods, president of Zeneca Ag Products Group. "Our company is all about making life more abundant. I can't

think of a better way to put our money where our mouth is, than to support a program that will enhance the length and quality of our customers' lives." But Woods adds that he has another and more personal reason. "I'm the father of three daughters," he says, "I want to do something to make the future better for them."

Zeneca has been largely responsible for rallying the radiology community to support National Mammography Day, a cornerstone of the NBCAM program. The American College of Radiology

(ACR), the organization that accredits mammography facilities and an NBCAM sponsor, believes that the increased usage of mammography during the month of October in 1993 and 1994 is directly attributable to this special day.

This year, the third year of National Mammography Day, more radiologists than ever — over 2,000 — have already signed up to participate and the American College of Radiology continues to receive more registrations, according to Michael Bernstein, director of ACR Communications.

To locate an accredited radiologist participating in National Mammography Day, or to ask questions about mammography, women may call any one of five toll free numbers: American Cancer Society (1 - 800 - ACS - 2345); National Cancer Institute (1 - 800 - 4 - CANCER); National Alliance of Breast Cancer Organizations (1 - 800 - 719 - 9154); The Susan G. Komen Breast Cancer Foundation (1 - 800 - I'M AWARE); and Y-ME National Breast Cancer Organization (1 - 800 - 221 - 2141).

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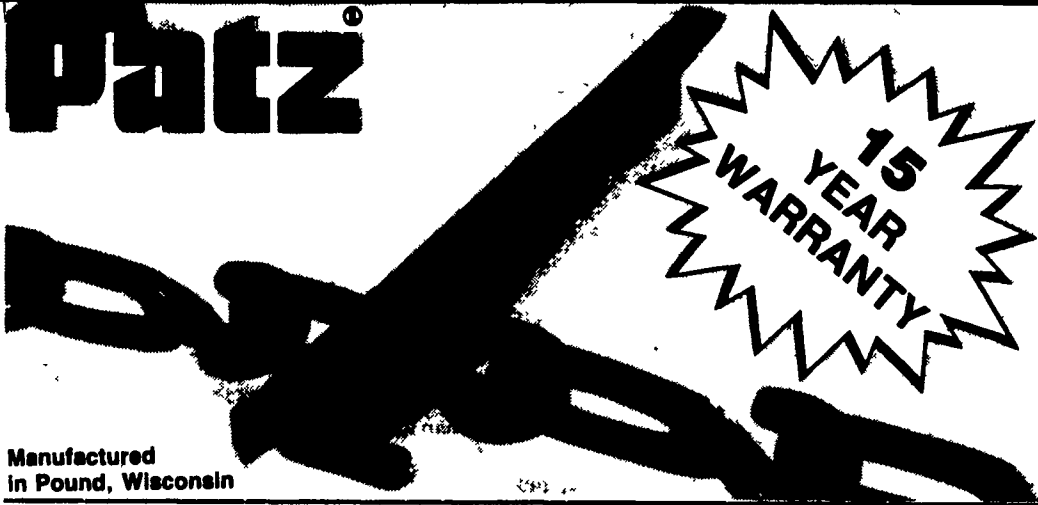
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cover characteristics, advantages and disadvantages of mutual funds, types of mutual funds and how to read a prospectus. Emphasis will be placed on factors that need to be considered when making personal investment decisions. A packet of handouts will be provided to each participant. Pre-registration is required, deadline is September 24. For further information and pre-registration call (908) 788-1342.

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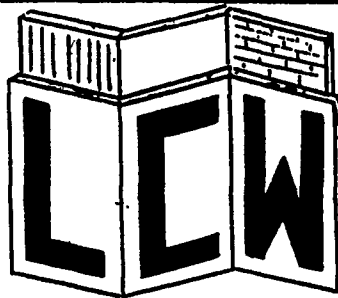
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