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Marousi, 7 March 2008

**PRESS RELEASE**

**8 MARCH: INTERNATIONAL WOMEN'S DAY**

**Campaign for informing women on the significance of prevention of breast cancer!**

**Make Prevention ... a lifestyle!**

With the conviction that **mammography saves lives** and with the exhortation “**Make Prevention a Lifestyle**”, the **HYGEIA – MITERA – LITO Group** and the **contracting Multi-Medical Facility Litolab in Piraeus**, in collaboration with Public-Athens store and Folli Follie chain stores, honour **International Women's Day** by organising an integrated information action on the prevention of breast cancer.

Specifically, the three Hospitals and the contracting Multi-Medical Facility in Piraeus will give women the opportunity to undergo, **free of charge, a breast examination (mammography or breast ultrasound)** at any of the aforementioned facilities at which they wish to be examined.

In order to be entitled to this examination, interested women must visit, **today or tomorrow**, the Public-Athens store at Syntagma Square or any FOLLI FOLLIE store and complete the relative application for participation.

These examinations will be carried out with the state-of-the-art Digital Mammography Devices that are installed at the Group's hospitals, where more than 15,000 mammography examinations and breast ultrasounds are carried out every year.

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| <ul style="list-style-type: none"><li>➤ <b>Every year, <u>one million women</u> on a world-wide level are diagnosed with breast cancer.</b></li><li>➤ <b><u>One in every ten women</u> will contract breast cancer at some time in their lives.</b></li></ul> |
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- **Twenty per cent of all cases could be treated if they are diagnosed in due time, according to the findings of recent researches (British Journal of Cancer).**

Specialists urge women over 40 years of age **to undergo a mammography examination every 1 to 2 years**, while women who have completed 50 years of age must mandatorily undergo an examination once a year. In any case, prevention should also concern women of younger ages, who, for health reasons, should undergo breast ultrasound.