



St. Anthony's
MEMORIAL HOSPITAL
EFFINGHAM, ILLINOIS
AN AFFILIATE OF HOSPITAL SISTERS HEALTH SYSTEM

News Release

For Immediate Release: September 23, 2011

Contact: Vicki Macklin, Community Relations – (217) 347-1436

Subject: St. Anthony's Women's Wellness kicks off "Real Men Wear Pink"
Partnering with Effingham High School Football

St. Anthony's is expanding "Real Men Wear Pink" this year by partnering with Effingham High School to hold a "Pink" football game on Friday, October 7. The theme of the night will be "Playing Tonight for a Cure Tomorrow," and everyone will be decked out in pink, with the football players wearing pink shoelaces. Effingham High School printed and sold pink t-shirts to students to wear the night of the game, sponsored by Ruben Boyajian, MD, Medical Director of Women's Wellness and Cancer Care Services; Cancer Care Specialists of Central IL, S.C. Charitable Fund; and St. Anthony's. Hospital colleagues will be offering free seat cushions to the first 100 people at the game. The cushions, pink hair extensions, and other pink merchandise will be available for purchase at the game. Funds raised from the purchase of these items will benefit breast cancer awareness and education at St. Anthony's.

Effingham High School Principal Mike McCollum explained why the high school and football team wanted to get behind "Real Men Wear Pink" this year. "The true benefit of a program like 'Real Men Wear Pink' is that it addresses residents of all ages," he said. "Everyone is reminded of the importance of mammograms, healthier habits are learned and developed, and lives are potentially saved."