



Media Contact: Angela Menninger, 602-373-8212 (mobile) or angela@dualitypr.com

MEDIA ALERT

A 15-MINUTE MAMMOGRAM COULD SAVE YOUR LIFE Desert Ridge Marketplace to Host Mobile On-Site Mammography, Oct. 10

- Who:** It's that time of the year again to think pink! Desert Ridge Marketplace, Arizona's premier shopping, dining and entertainment destination, will host a breast cancer screening event with Mobile On-site Mammography.
- What:** October is Breast Cancer Awareness month and early detection saves lives. Did you know that in Arizona breast cancer is the leading form of cancer among women? And what's even more startling is that an estimated 2,800 women will be diagnosed and 600 women will die of breast cancer in Arizona this year.
- Thankfully Desert Ridge Marketplace is stepping in to help offer Valley women a fast and convenient way to screen for breast cancer by hosting a Mobile On-site Mammography event on Saturday, Oct. 10.
- The screening only takes 15 minutes and offers full field digital Mammography & CAD computerized reading. What's even more convenient is that Medicare patients are welcome and most major insurance carriers are accepted. Non-insured patients can still be screened but must pay \$167 fee. To reserve your appointment, please call 480-967-3737.
- When:** **Saturday, October 10 from 9 a.m. to 6 p.m.**
- Where:** Desert Ridge Marketplace, near The Dailey Method
21001 N. Tatum Blvd., Phoenix (Located at the Loop 101 & Tatum Blvd.)
- Key Visuals:** In addition to the Mobile On-site Mammography vehicle, The Dailey Method, a fitness-based retailer that combines the best of Pilates, yoga and ballet barre training, will be hosting a series of events such as:
- Love Your Body Art Booth in studio
 - Peach 10-point bra fittings (really awesome if you haven't had one!)
 - K&K photo booth
 - Your Breast Health Through Lymphatic Self Care Workshop
 - Lymphatic Workshop
 - Food provided by My Fit Foods

** All classes above, with the exception of the on-site mammogram services, are free with a request for donation to benefit Breast Wishes.*

About Desert Ridge Marketplace

As Arizona's premier shopping, dining and entertainment destination, Desert Ridge Marketplace delivers the ultimate shopping experience in a distinctive outdoor setting. Immerse your shopping senses in a unique blend of specialty retailers; restaurants and entertainment venues spread over 110 acres. The center's 1.2 million square feet of retail space – home to over 100 retailers and restaurants – bursts with color, energy and fun, creating a one-of-a-kind lifestyle destination you'll want to come back to again and again. Desert Ridge Marketplace is located in Phoenix, Arizona, just north of the Loop 101 on Tatum Boulevard. For more information, visit the website at www.shopdesertridge.com.

About Mobile On-site Mammography

Mobile On-site Mammography Inc. is Arizona's largest and most advanced mobile Mammography Program in Arizona, proudly serving and screening women in Arizona for the past 21 years. Mobile On-site Mammography offers the newest fully digital Mammography technology available for early detection breast cancer screening, incorporating digital computer aided detection (CAD) to enhance the state-of-the-art Mammography equipment. For more information, visit the website at www.mobileonsitemammography.com

###