



-FOR IMMEDIATE RELEASE-
**Salem Regional Medical Center Recognizing Breast Cancer
Awareness Month with Special October Events**

(SALEM, OHIO) – October 2, 2020 – Salem Regional Medical Center (SRMC) is recognizing Breast Cancer Awareness Month with special events in October at Firestone Farms TownCenter, located at the corner of Routes 7 and 14 in Columbiana.

Walk-in Mammograms

For busy women on-the-go, convenient walk-in hours for screening mammograms are available on Tuesdays and Wednesdays from 9 a.m.-3 p.m. at SRMC's Imaging Center at Firestone Farms TownCenter. During breast cancer awareness month, expanded Saturday walk-in hours have been added on October 10 and 24 from 8 a.m. to 4 p.m. No appointment or physician order is needed and financial assistance is available for those who qualify. Gift bags will be given to the Saturday walk-in patients as supplies last. In addition, women who have their mammograms performed at SRMC's Imaging Center in Columbiana during the month of October will be eligible to register for a drawing of a Coach Pink Shay purse, donated by a Friend of SRMC.

Pink Out at the Farm

On Saturday, October 24, the SRMC Foundation will host the "Pink Out at the Farm" breast cancer benefit at Firestone Farms TownCenter, with proceeds benefiting the Foundation's Cancer Fund.

"We're excited to partner with Firestone Farms in support of Breast Cancer Awareness Month to raise funds for our world-class cancer care services at SRMC," said Amy Reed, SRMC Director of Development. "Members of the community are invited to come out and visit participating Firestone Farms businesses for a variety of special promotions and activities throughout the afternoon and evening."

The schedule of events includes:

2 – 8 p.m.:

Pink Beer – Brewlounge Beer Company
Pink Cider – Sundog Cellars Cider House & Winery
Pink Lip Balm and Basket Raffle – Madison Corner Designs

5 – 7 p.m.:

SRMC Physician Bartenders – Homestead Kitchen & Cocktails

6 - 8 p.m.:

Pink Smoothies and Shakes – Orange Leaf Frozen Yogurt

7 - 7:30 p.m.:

Pink Out Fashion Review – Moondance Boutique, Finer Things Boutique & Wink Eyewear

7:30 – 8 p.m.:

Luminary Light-Up – TownCenter Clock Tower

Now through October 19, the public is invited to sponsor luminaries “In Honor of” or “In Memory of” loved ones for a \$5 donation to the Foundation at SRMC’s Look Nook Gift Shop. Honorees’ names will be displayed and lit at the TownCenter Clock at the conclusion of the Pink Out event. Call in orders can be placed to the Gift Shop at 330-332-7252.

In accordance with State and local health requirements, face covering and social distancing guidelines will be observed during the event.

The SRMC Foundation raises funds to support patient services and programs at SRMC, with 100% of all proceeds used locally. For more information, call Reed at 330-337-2883.