

## Hot Pink Spots Show Support For Making Strides

By Kimberly Laro  
Concord Making Strides

In an effort to raise awareness and funds for the upcoming American Cancer Society's Making Strides Against Breast Cancer Walk in Concord on October 19, the planning committee is excited to be launching Hot Pink Communities.

A Hot Pink Community is a community that encourages local businesses to become "Hot Pink Spots" to help raise funds and awareness for Making Strides Against Breast Cancer. Businesses are encouraged to display Making Strides materials, including posters, walk papers, pink ribbon donation cards, and team information, as well as to promote Making Strides with fundraising and awareness efforts.

The planning committee sees this as another opportunity to engage communities, raise awareness, promote our event, and raise money.

Just a few of the benefits of becoming a Hot Pink Spot are:

- Hot Pink Spots create awareness of both the Making Strides event and your business, while increasing foot traffic as participants seek information about the event.
- Your business will be seen in your community as taking the initiative to promote breast cancer awareness and to support the American Cancer Society's Making Strides Against Breast Cancer project.

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- Making Strides participants are inspired, passionate, and strive to patronize businesses that support the Making Strides effort.
- Hot Pink Spots will be recognized in a Hot Pink Spot shopper's guide that will be shared with our team captains and participants.
- Hot Pink Spots fundraising events will be promoted on the Making Strides Against Breast Cancer Web site at [Cancer.org/stridesonline](http://Cancer.org/stridesonline).

Hot Pink Spots are encouraged to be creative in their fundraising and awareness campaigns. Please consider joining as we paint the towns across New Hampshire pink.

Making Strides Against Breast Cancer walks will be held on October 19 in the following communities: Concord, Dover, Exeter, Laconia, Manchester, Nashua, North Conway, and Peterborough. To learn more about these walks, please visit [Cancer.org/stridesonline](http://Cancer.org/stridesonline). Funds raised at Making Strides Against Breast Cancer fund the cutting-edge research, education, advocacy, and patient services of the American Cancer Society.

For information on how your business can become a Hot Pink Spot, please contact Kimberly Laro at 848-3391 or [ConcordStrides@comcast.net](mailto:ConcordStrides@comcast.net); or Samantha St. Laurent at 736-9903 or [lamSamlam@tds.net](mailto:lamSamlam@tds.net).

## Digital Mammography Comes To Franklin Hospital

By Natalie Rudzinsky  
LRGHealthcare

For the past two years, LRGHealthcare has been raising money to bring digital mammography technology to our community. Today, we are pleased to announce that digital mammography will be available October 1.

LRGHealthcare is currently installing five digital mammography units across our system—two in the Women's Imaging Department at Lakes Region General Hospital, one at Franklin Regional Hospital, one at Lakes Region OB/GYN, and one at Laconia Clinic. Appointments for digital mammograms are now being scheduled and will be available beginning Wednesday, October 1. Patients can choose from any of the four locations and do not need to be a patient at Lakes Region OB/GYN or Laconia Clinic to schedule at those sites.

With this implementation, women in our community will now have access to the gold standard in mammography technology at any of our four locations.

In an effort to make mammograms as convenient as possible for our patients, we are also working on creating a more centralized scheduling system to allow patients to more easily schedule mammograms across any of our locations.

Early detection is our best defense against breast cancer. Call one of our locations to schedule your mammogram today!

- Women's Imaging Center at Lakes Region General Hospital, 527-2992
- Franklin Regional Hospital, 934-2060
- Laconia Clinic, 524-5151
- Lakes Region OB/GYN, 524-9197

LRGHealthcare is a not-for-profit healthcare charitable trust representing Lakes Region General Hospital, Franklin Regional Hospital, Affiliated Medical Providers, HealthLink, Community Wellness Centers, the Dental Resource Center, the Holistic Health Center, and other community-based services. LRGHealthcare is committed to making health care available, accessible, and affordable to you.

## Emily Laro Focuses On Making Strides

By Emily Laro  
For the Beacon

*One out of every eight women is affected by breast cancer. If you ask me, that is one too many.*

Every year I walk and raise money in hope of someday finding a cure. I walk on the team Sarah's Soldiers in honor of Sarah Raney-Dodge. Sarah was a loving mother and daughter who had her life taken from her at the age of 26. Since I started walking at the age of six, the number of women I walk in memory of has greatly increased.

Most of my friends and family know how involved my mother is in the fight against breast cancer. She has not been affected physically by the disease, but many of her loved ones have been. I am quickly following in suit, as is my sister, to help raise awareness of this awful disease and to fundraise so that our mothers, sisters, friends, and daughters one day will never have to hear the words "You have breast cancer."

My mother is one of my biggest heroes.



Emily Laro and her sister Marissa at the 2004 Making Strides walk. Photo: Kimberly Laro



She is extremely strong and dedicated to fighting cancer. Some may say too dedicated, but I say there's no such thing when you are giving hope, love, and strength to those who need it most. And that is something that I hope to instill in those around me.

As part of my fundraiser I am selling black flip-flops with a pink ribbon on the strap. I also have a limited supply of red and white flip-flops with pink ribbons on them. If you are interested in purchasing, please contact me at [EmilyLaro@comcast.net](mailto:EmilyLaro@comcast.net) or 735-5698.

I also invite you to join my team, Sarah's Soldiers. Team members commit to raising a minimum of \$75. Each team member will receive a long-sleeve, pink Making Strides t-shirt with our team name on the back. For more information or to join, visit [tinyurl.com/5cf62e](http://tinyurl.com/5cf62e).



# Do it for you... do it for them

Coming this fall, our state-of-the-art digital mammography will be available in *four* locations: Lakes Region General Hospital, Franklin Regional Hospital, Lakes Region OB/GYN and the Laconia Clinic.

Call today, it could save your life!

TECHNOLOGY THAT IS AVAILABLE TODAY AND INTO THE FUTURE.

LRGHealthcare  
Care. Compassion. Community.

[www.lrg.org](http://www.lrg.org)  
Lakes Region General Hospital 603.524.3211  
Franklin Regional Hospital 603.934.2060

