

PRESS RELEASE

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BREAST CANCER AWARENESS MONTH, A TIME FOR EDUCATION

Innovative DVD Offers Candid Look at Breast Reconstruction Options Offering Hope and Support

MONTEREY, Calif. – September 27, 2007 – October is National Breast Cancer Awareness Month, a time for honoring breast cancer patients, survivors and their families; reflecting on the strength, battles and outcomes; and educating our communities about breast cancer, early detection and post-diagnosis options.

Monterey plastic and reconstructive surgeon, Dr. David T. Morwood, has produced an educational DVD entitled, ***Breast Reconstruction—Know Your Options: A Guide for the Woman with Breast Cancer***. This take-home resource explores and demystifies the major issues in breast reconstruction, while helping women understand that the diagnosis of breast cancer does not necessarily mean the loss of their breast. Co-hosted by Dina Eastwood, wife of actor/director Clint Eastwood and former Monterey Bay Area anchorwoman, the DVD is the most up-to-date resource of its kind.

"An initial office consultation about breast reconstruction can be completely overwhelming," said Dr. Morwood. "We created the DVD so women could take their time learning about their options, and view the information in the privacy and comfort of their own homes. In fact, the American Cancer Society estimates over 200,000 new cases of breast cancer will be diagnosed in American women in 2007 alone. Additional education surrounding pre- and post- diagnosis is desperately needed."

The project began as a presentation to breast cancer support groups, and grew into the DVD after Dr. Morwood, chief of the plastic surgery division of the Community Hospital of the Monterey Peninsula, in Monterey, California, saw how many women had misconceptions and needed not only more information, but to hear real women speak on their experiences with breast reconstruction. There was simply nothing like this DVD available.

Through the individual interviews and narrative, valuable information on breast reconstruction is presented, including all the latest surgical options, and more than 100 before and after pictures, which help communicate the pros and cons of each type of reconstructive surgery. In addition, the DVD features 25 leading breast experts from around the country, as well as real breast cancer survivors sharing their personal experiences of breast reconstruction, which empowers women to select an option that makes them feel whole and improves their quality of life.

During the month of October, the DVD is free to women of Monterey, Santa Cruz and San Benito Counties. To obtain a copy, please call (831) 646-8661. For more information, please visit www.BreastReconstructionDvd.com.

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