



IN CELEBRATION OF BREAST CANCER AWARENESS MONTH, WE ARE...

PUTTIN' ON THE PINK

Story & photos by Amy Silver

It's a color that you might have seen just about everywhere in the month of October- pink. But it's all for a good cause. October is breast cancer awareness month, and as part of the celebration, West Tennessee Healthcare presented Puttin' on the Pink. The first annual event was held at the Aeneas Building in downtown Jackson, and brought in about 100 women. Just about everyone in attendance showed their support by wearing pink clothing!

The celebration was absolutely free to the public, and provided a wonderful lunch partly donated by Premier Catering. Exhibitors offered all different kinds of breast cancer information to the attendees. After enough time was given for women to visit the different booths and enjoy lunch, Paula Shackelford, a certified breast care specialist of West Tennessee Imaging Center spoke to the crowd about early detection. Kerri Smith of Myriad Genetic Laboratories followed her and discussed understanding genetic testing for breast cancer.

All of the ladies were given goody bags with pink key rings and useful information about breast cancer. In addition, many of the booths provided treats and other items the women were welcome to take home.

In conjunction with Puttin' on the Pink, during October 17 - 21, when the community shopped at stores that had "Puttin on the Pink" on their storefront, a portion of sales was donated to the Breast Cancer Awareness Fund of the West Tennessee Healthcare Foundation. Those businesses included The Dickson Gallery of Fine Art, Le Diva's, Jaco's Music, Marguerite's, Sensations, Connie's Corner, Kitchen Extras, and Silohettes in Alamo.



Charlotte Brummett & Trenna Dickerson



Stacey Mott, Lynda Snider, Abby Lackey, Paula Shackelford & Karen Brunner



Deanna Morris, Dane Huey (Survivor) & Andrea Maxwell



Dorothy Fuller, Florencine Comer, Patsy Womack, Clara McCrary & Burnadean Taylor



Rachel Dickson with necklace designer Jai Johnson



Vickie Waller & Tracy Perkins