



A journey to Ironman, raising money and awareness to help the women of Robeson County



please visit www.lraxray.com/ironmike for more information

The Ironman

An Ironman is a triathlon that consists of a 2.4-mile swim, 112-mile bike and a 26.2-mile run and is considered by many to be the hardest one-day endurance event in the world. I am registered to compete in the Ironman Louisville on August 31st.

Why I'm Doing The Ironman

Long story short, at a difficult time in my life I was inspired by the story of Dick & Rick Hoyt, a father and his handicapped son who compete in Ironman triathlons. Their story motivated me to make some changes in my life, start taking better care of myself and I set a goal of completing an Ironman.

Why I'm Raising Money

As Marketing Director for Lumberton Radiological Associates I've become very familiar with the importance for women to get screened for breast cancer through mammography. I've learned that most women should begin their annual mammograms at age 40, however breast cancer is being detected and affecting younger women as well. I've learned that although white women are diagnosed more often with breast cancer through early detection, black women have a higher mortality rate. And I've also learned that a majority of women here in Robeson County are not getting their mammograms because they cannot afford one. Plus, throw in the fact that Robeson County was recently identified as the poorest county in the state of NC, and all of these combine to create a serious problem that I hope we can all do something to help solve.

How YOU Can Help

By becoming a sponsor, your tax-deductible donation will go in a fund that will:

- Be used to provide FREE mammograms (and perhaps even more) for those women in Robeson County who desperately need one, but cannot afford one.
- Help women in Robeson County become aware of the importance of early screening for breast cancer and possibly save lives.
- Raise awareness of the connection between physical activity and the benefits of healthy living and the prevention of breast cancer.

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Where Your Money Goes

The money is going to a fund established and controlled by the Sisters Network Southeastern, NC Chapter. As an affiliate of the national organization, the local chapter is identified as a 501(c)3 non-profit organization, so your donation is tax deductible. 100% of the fund will be used for providing mammograms (and possibly more) and will not be used for any administrative costs. For more information about the Sisters Network Southeastern, NC chapter please feel free to call Mrs. Irene Stuart at (910) 738-3175 or e-mail her at sistersnetsenc@aol.com.

How Your Money Is Used

As stated above, breast cancer is being diagnosed in younger women these days, and the need for screening at an earlier age is becoming more important, especially in the African-American community. That's why the Sisters Network Fund will provide *FREE* mammograms (and possibly more) for African-American women between the ages of 35-39 who meet the following criteria:

- Not covered by Medicaid or Medicare Part B
- Have little or no insurance
- Household income at or below 250% of the Federal Poverty Guidelines

PLUS, the Sisters Network will consider all requests on a case-by-case basis and will not discriminate against those needing help based on

- Race
- Age
- Income Level
- Personal & Family History of Cancer

Becoming A Sponsor

There are four levels of sponsorships you can choose from:

- SPRINT (\$100)
- OLYMPIC (\$250)
- HALF-IRONMAN (\$500)
- IRONMAN CHALLENGE (you or your company pledge \$1 per mile I train & race)

Each level has different benefits you'll receive and are fully explained on the website, but the bottom line is the more money we raise the more women we can help. Early Detection Saves Lives!

Make Checks Payable To: Sisters Network SENC
Mail To: LRA Attn: Mike DeCinti P.O. Box 1527 Lumberton, NC 28359

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