



Breast cancer is the most frequently diagnosed cancer in women. This year, more than 230,000 new breast cancer cases will be diagnosed in women across the United States. But when detected early, 5 year survival from breast cancer is 98%!

For some women however, screening mammography is simply not something they can afford. That's why McLaren Macomb offers a free mammogram program for uninsured women in Macomb County. The "BRAvo for Women" free mammogram program is specifically designed to help ensure that women in our community without health insurance also have access to this important screening. That's our ongoing commitment to create a healthier community.

***This year, BRAvo is celebrating survival!
Women are beating this disease and winning their battle, and they're here to prove that early detection is the key.***

McLaren Macomb is proud to celebrate our 5th Annual BRAvo event, which will include a special tribute to breast cancer survivors. Guests at this year's event will be treated to an evening like no other in the Detroit area as we raise money for the BRAvo For Women free mammogram program. Last year's event welcomed a sell-out crowd of more than 1,000 guests. This year's event will again be held at Penna's of Sterling on Tuesday, October 7 beginning at 5:30 p.m. Another sell-out crowd is anticipated, so reserve your seat early. In fact, why not bring your friends and reserve your own table!

Want to join the fun early? From May through July, local individuals and groups can design and submit a bra for the **BRAvo Bra Decorating Challenge**. Bra entries will be displayed in August at Carson's at The Mall at Partridge Creek and on our BRAvo website for online voting. Winners will be announced at the October 7 event and will be featured on our runway.

Thank you to all of our community partners who have supported BRAvo each year, and we welcome others to join us this year as we take our **Hat's Off to Survivors!** Since its inception in 2010, BRAvo has raised over \$200,000 to provide free mammograms to women in Macomb County who otherwise may have gone unscreened, undiagnosed, and untreated. To date, more than 1,000 women in our community have been able to take advantage of this important health screening. BRAVO!

For more information regarding our BRAvo event, the bra decorating challenge, and sponsorship opportunities, please visit our website at www.mclaren.org/bravo