

Shands Jacksonville

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RITA DONATION BRINGS DIGITAL MAMMOGRAPHY TO SHANDS JACKSONVILLE

The RITA Foundation (Research Is The Answer) will present Shands Jacksonville's Breast Health Center with a \$250,000 check Jan. 30, 2007 at 11a.m. RITA's generous donation, along with partners Lexus of Jacksonville and Brumos Motor Cars, has helped bring digital mammography to the hospital.

Digital mammography has significant benefits over traditional mammography, according to University of Florida faculty physicians. It is better at screening women younger than 50, those with dense breasts and pre- or per-menopausal women of any age who have had a menstrual cycle within 12 months of their mammography.

"I am very excited about being able to offer our patients digital mammography. From the physician's point of view, I am able to better manipulate breast images for more accurate diagnosis of cancer. For our patients, the digital technology cuts examination time in half," said Susan Snodgrass, M.D., section chief of women's imaging at The Breast Health Center at Shands Jacksonville.

RITA is a Jacksonville-based non-profit organization dedicated to raising money and awareness about cancer, with an emphasis on breast cancer. The all-volunteer group is led by Chairman Charles Jantz. "We're proud to bring digital mammography to the patients of Shands Jacksonville and know the technology will save lives," said Jantz.

Part of the money raised to purchase digital mammography for Shands Jacksonville came from the Lexus Champions of Charity Golf Tournament at Hidden Hills Country Club in October 2007. "We have enjoyed the relationship with RITA and Shands Jacksonville over the past years. We are proud that our fundraising efforts are going to a local facility which gives us and the people of Jacksonville the opportunity to see first-hand what we all have accomplished," said Randy Rhoden, President and CEO, Lexus of Jacksonville.

Since 1997, RITA has raised millions for local hospitals. Shands Jacksonville programs have been the proud recipient of more than \$600,000. RITA hopes to donate another \$250,000 sometime this year so the hospital can purchase an additional digital mammography machine.

Media wishing to cover the event should meet Shands pr representatives in the **lobby of the Towers** (buildings directly across the street from the main hospital). You can also contact media relations manager, Kelly Brockmeier at 244-3268.

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