



**Sept. 18, 2019**

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**Press Advisory:**

**FOR IMMEDIATE RELEASE**

## **EL PASO'S ANNUAL 'POWER OF PINK' KICKS OFF AT UMC SEPT. 27**

**EL PASO, Texas** – University Medical Center of El Paso will host El Paso's official welcome of Breast Cancer Awareness Month with Power of Pink, an annual event to raise awareness of breast cancer and the importance of getting a mammogram.

The event will feature Estela Casas, KVIA ABC-7, and many other survivors of breast cancer. The event also features display photographs of breast cancer survivors and those still battling breast cancer who attended the UMC-sponsored Power of Pink Makeover event July 26 at El Paso Community College.

This is the first time UMC is home to the annual Power of Pink kickoff event.

Media are invited to attend and are welcomed to interview featured survivors.

**Who:** University Medical Center of El Paso, El Paso Power of Pink Committee

**What:** Power of Pink Event and Ceremony

**Where:** UMC, 4815 Alameda Ave.

**When:** Friday, Sept. 27, 2 p.m.

**About UMC:** For 104 years, University Medical Center of El Paso (UMC) has been providing exceptional, high quality care for the entire El Paso region. UMC is home to the region's only Level I Trauma Center, and Comprehensive Level I Stroke Center. UMC's mission is to Heal, to Serve and to Educate. For more UMC News, go to:  
<http://www.umcelpaso.org> (News Releases)

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