



For Immediate Release

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**NORTH SHORE MEDICAL CENTER AND HIALEAH HOSPITAL PUT
ON THEIR PINK BRAS TO FIGHT BREAST CANCER AT MAKING
STRIDES EVENT**

Combined, the two hospitals raised over \$19,000 for the American Cancer Society

MIAMI, Fla. October 2011 – North Shore Medical Center and Hialeah Hospital joined Miami-Dade county residents, breast cancer survivors, business and community members who put on their pink bras at the 2011 American Cancer Society’s Making Strides Against Breast Cancer 5K walk to fight breast cancer and provide hope to all people facing the disease. This noncompetitive fundraising event celebrated breast cancer survivors, educated men and women about the importance of early detection and prevention, and raised money to fund lifesaving research and support programs that will further the progress against this disease. Hialeah Hospital raised \$10,905 and North Shore Medical Center raised \$8,522 for a combined total of \$19,427 donated to the American Cancer Society by the two hospitals.

“As community hospitals that promote women’s health, both North Shore Medical Center and Hialeah Hospital felt it was very important to participate in this year’s Miami-Dade County Making Strides event,” said North Shore Medical Center chief executive officer Manny Linares.

This year’s inaugural “Put On Your Pink Bra” campaign empowered walkers to wear pink bras in support of the fight against breast cancer. The Miami-Dade County community accepted the challenge, decorating their bras with everything from lace to glitter to feathers.

“Breast cancer is a disease that has effected many of our families, friends, staff and patients, and we can only hope that our participation in the event and significant donation to the American Cancer Society will help raise awareness and contribute to finding a cure, said Ralph Aleman, chief executive officer of Hialeah Hospital.”

This year, Miami-Dade County’s Making Strides Against Breast Cancer event was one of 27 held across the state. The American Cancer Society uses the dollars raised through Making Strides events to fund breast cancer research, provide up-to-date breast cancer information, ensure all women have access to breast cancer screening and treatments – regardless of income – and to provide services that improve the quality of life for patients and their families.

The Making Strides Against Breast Cancer 5K walk supports the American Cancer Society's unique mission to fight cancer on all four fronts: research, education, advocacy and patient services. Over time, the Society has invested more in breast cancer research than any other voluntary public health organization. Since 1972, it has invested nearly \$323 million in breast cancer research grants, resulting in many of today's breast cancer treatments.

For more information about breast cancer, contact the American Cancer Society at 1-800-ACS-2345 or visit www.cancer.org.

About Hialeah Hospital

Hialeah Hospital, part of Tenet's Florida region, is located at 651 East 25th Street in Hialeah. The hospital has been serving the medical and health care needs of central to north Miami-Dade County since 1951. Hialeah Hospital offers a broad range of health care services, including 24-hour emergency care, cardiology, neurosurgery, obstetrics, a Level II Neonatal Intensive Care Unit, laboratory, a surgical weight loss program that has been designated a Center of Excellence by the American Society for Bariatric Surgery, a sleep disorders program, and a complement of imaging services. In addition, Hialeah Hospital received the Get With The Guidelines[®]–Heart Failure Gold Performance Achievement Award from the American Heart Association, which signifies that Hialeah Hospital has reached an aggressive goal of treating heart failure patients with 85% compliance for at least 24 months to core standard levels of care as outlined by the American Heart Association/American College of Cardiology secondary prevention guidelines for heart failure patients. Hialeah Hospital is fully accredited by the Joint Commission on the Accreditation of Healthcare Organizations, the nation's oldest and largest hospital accreditation agency. To learn more about Hialeah Hospital, visit www.hialeahhosp.com.

About North Shore Medical Center

North Shore Medical Center, part of Tenet Healthcare, is a 357-bed general acute care community hospital located at 1100 NW 95 Street in Miami. The hospital has been serving the medical and health care needs of its community for more than 53 years. North Shore Medical Center offers a broad range of services, including 24-hour emergency care with Fast Track service, maternity, Level III Neonatal Intensive Care Unit, and psychiatric services. The hospital also offers specialized centers, including the C. Gordon Griffith Comprehensive Cancer Center with IMRT and X-Knife Radiosurgery, Intensive Care Unit, Wound Healing Center, Sleep Disorders Center, and Pain Care Center. The hospital was honored with the prestigious Tenet *Circle of Excellence* award for outstanding performance in 2005, 2006, 2007, and 2008, and received the 2006 CIGNA Centers of Excellence designation for caesarean section, stroke and syncope.

From 2006-2010 North Shore Medical Center has consistently won achievement awards with the American Heart Association's *Get With The Guidelines* program. Most recently, North Shore Medical Center was featured in a special advertisement in the 2010 "America's Best Hospitals" issue of *US News & World Report* to commemorate their receipt of *Get With The Guidelines* Gold Performance Achievement Award in Coronary Artery Disease treatment. In 2008/2009/2010, North Shore Medical Center also received a five-star rating of clinical excellence for maternity care from HealthGrades[®].

North Shore Medical Center is Accredited by the American College of Surgeons Commission On Cancer Commendation, 2005-2008; and has received the FMQAI's Performance Achievement Award for Hospital Quality improvement. The hospital is also fully accredited by the Joint Commission on the Accreditation of Healthcare Organizations, the nation's oldest and largest hospital accreditation agency. To learn more about North Shore Medical Center, visit www.northshoremmedical.com.

About the American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us any time, day or night, at 1-800-227-2345 or visit cancer.org

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