

Mammoth Hospital's Mammography Initiative receives a \$20,000 Donation from Local Grocer, Vons

By Jennifer Hansen, Mammoth Hospital



Mammoth Hospital's mammography initiative is in full swing as the campaign moves forward to raise \$400,000 for a full field digital mammography system for Mammoth Hospital. The campaign started off strong with a successful 2005 Festival of Trees event raising \$67,000 toward this initiative. Through generous donations from service clubs and individuals, \$122,000 has been raised so far toward the \$400,000 goal.

Mammoth's local grocer, Vons, has jumped on the donation bandwagon giving a \$20,000 donation toward this initiative. Vons held a huge campaign drive during Breast Cancer Awareness Month in October to raise money for this ever important cause. The store held a benefit concert at Sierra Meadows starring musician Doug Haywood. A raffle took place at the concert with prizes to help raise money. In store, each register collected loose change and sold pink ribbons throughout the month. Management created an employee incentive program for those checkers that put forth the most effort in selling pink ribbons. Jessie Bowman sold the most pink ribbons during the month. Her incentive was to choose her days off during the busy holiday season. Those checkers that sold at least 25 pink ribbons throughout the month were able to choose a day when they could wear jeans to work. The store held 50/50 raffles and held barbeques to spark as much employee interest and participation as they could. After all their efforts were put forth, Vons reached their goal of raising \$5,000 by employee and community participation throughout the month. Lonnie Newbry, Supervisor/Recruiter for the store, began to write letters to the Vons District to see if there was something they could donate to the cause. The District was so impressed by a small town store raising \$5,000 through the efforts of the store employees and community members for one cause. Nancy Monette, Assistant to District Manager Jeff Henges, chose Mammoth Hospital and the mammography initiative as something the District could support. They matched the store's \$5,000 by donating an additional \$15,000. Becky Taylor, second Assistant Manager; Rick Graham, Store Manager; Lonnie Newbry, Supervisor/Recruiter presented the \$20,000 check to Yuri Parisky, M.D.; Gary Myers, Mammoth Hospital CEO; Greg Bissonette, Mammoth Hospital Grant Coordinator; and Lori Ciccarelli, Mammoth

Hospital Community Relations Director. Thank you Vons and District #46 for your support toward this life-saving initiative.

Mammoth Hospital has set a goal to obtain a full field digital mammography system within one year. This type of mammography allows for faster acquisition, less radiation, and increased patient comfort. Help make a difference with the fight against breast cancer. For gifting opportunities, please contact Lori Ciccarelli, Community Relations Director, at (760) 924-4015 or email lori.ciccarelli@mammothhospital.com.