

SAMPLE PRESS RELEASE FOR MEDIA FROM A BUSINESS

FOR IMMEDIATE RELEASE

DATE:

Contact:

INSERT NAME AND EMAIL

[Insert Business Name] supports Breast Cancer Patient Equity Act

[CITY, STATE] – [Month day, year] - [Insert business name] is proud to support the Breast Cancer Patient Equity Act, which will increase the options that breast cancer survivors have after undergoing mastectomy surgery.

This legislation will allow for Medicare to establish coverage for custom breast prostheses after mastectomy surgery. Offering this option of care for breast cancer survivors will provide many women with the opportunity to feel whole again after mastectomy surgery as they begin life after breast cancer.

“This legislation would have tremendous impact on women across the nation whose only options now are reconstruction, off-the-shelf prostheses, or go flat,” said [Insert First Last Name], [title] of [Business Name]. “These options are not enough. Each woman is beautifully unique and deserves the opportunity to choose the option that works best for her and her body.”

Today, if a woman has mastectomy surgery, primarily to remove or prevent breast cancer, her options can be limited. After removal of the breast in a “simple mastectomy,” or the removal of both breasts in a “double mastectomy,” a woman’s chest wall is entirely different than before. One option a woman has is an “off-the-shelf” prosthesis. However, finding one with the right symmetry and skin tone is not always possible, especially if she has an irregular chest wall following surgery. Reconstruction surgery is an option, too, but it is costly and not everyone is a good candidate. Both of these options are currently covered by Medicare and many other types of insurance but not custom breast prostheses.

[Insert Client Quote/Testimonial on what passing the Breast Cancer Patient Equity Act would mean to them]

The female breast is one of the only body parts not covered by Medicare as a custom replacement. A similar bill to the Breast Cancer Patient Equity Act was introduced in 2011; however, it did not gain enough support to pass.

[INSERT NAME] concluded, “We ask that anyone affected by breast cancer, or if you just feel this is the right thing to do, please contact your elected officials and show support for the Breast Cancer Patient Equity Act.”

For more information and to send a message to your elected officials, visit LetHerDecide.org and click “TAKE ACTION NOW.”