



FOR IMMEDIATE RELEASE:

Miami-Dade Expressway Authority ([MDX](#)) Announces “Mammograms for Miles”

## Local Campaign to Benefit Liga Contra el Cancer During National Breast Cancer Awareness Month

Toll booths wrapped in pink ribbon and more to benefit South Florida women in need

MIAMI (October xx, 2011) – To commemorate National Breast Cancer Awareness Month, the Miami-Dade Expressway Authority ([MDX](#)) has launched “Mammograms for Miles,” a month-long local campaign benefitting The League Against Cancer/Liga Contra el Cancer. [MDX](#), who is dedicated to getting drivers home safely and moving the community forward, will be participating in numerous events throughout the month of October where they will be handing out free SunPasses with a \$5 donation to Liga Contra el Cancer, as well as important information about mammograms, early detection, and what La Liga can do to help those that have cancer.

“Early detection through regular mammograms offers the best hope for beating breast cancer but, unfortunately, many women can't afford them, don't have insurance or simply put off getting them,” said Cindy Polo-Serantes, MDX communications manager. “Through this campaign, we will not only remind women to get regular mammograms, but also raise funds to provide free or reduced cost mammograms to low income women in the South Florida community.”

As part of the campaign drivers will see tollbooths (on SR 836 and SR 112) wrapped with pink ribbons where they are encouraged to make a donation in support of this worthy cause, and road ranger trucks will also be wrapped in pink ribbon to help spread the word. All proceeds will go directly to the Liga Contra el Cancer - a respected local non-profit organization whose focus has been providing free medical care to needy cancer patients in the South Florida community since 1975. La Liga accepts patients - children and adults - without distinction of race, creed or nationality.

“MDX hopes that through these efforts we will help make a real difference in local women's lives,” said Polo-Serantes. “Our goal is to afford as many women as possible access to mammograms, underscoring our objective to do all we can to promote safety on and off the road.”

Donations can be made at the following events:

- October 13, 8 am to 8 pm: MED Week 2011 (Dania Beach)
- October 14, 8 am: Presentation to Chamber South Wellness Committee about Text the Last Word (Chamber South Offices - 6410 SW 80th street South Miami, FL 33143)
- October 15 (TIME??): Susan G. Komen Race for the Cure (Bayfront Park)
- October 26, 8 am to 5 pm: Technical Training – Asphalt Paving 1 (FIU Engineering School - 10555 West Flagler Street)
- October 28, 5 to 11 pm: South Florida Auto Show (Miami Beach Convention Center)

- October 28 and 30, 11 am to 11 pm: South Florida Auto Show (Miami Beach Convention Center)

And all month by visiting MDX's website ([www.mdxway.com](http://www.mdxway.com)) and clicking on the pink button on the home page, or at MDX headquarters from 9 am to 5 pm (3790 NW 21st Street).

#### **ABOUT MDX**

The Miami-Dade Expressway Authority (MDX) is a public entity and agency of the state of Florida. MDX is funded almost entirely by toll revenue and is dedicated to making Miami-Dade County residents' commutes safer and more efficient by helping drivers get home safely and moving the community forward. MDX operates and maintains five expressways: SR 112/Airport Expressway, SR 836/Dolphin Expressway, SR 874/Don Shula Expressway, SR 878/Snapper Creek Expressway, and SR 924/Gratigny Parkway.

#### **ABOUT LA LIGA**

The League Against Cancer / Liga Contra el Cancer was founded in Miami 1975 as a community-based, not-for-profit organization providing free medical care to needy Cancer patients. More than 350 Florida physicians, who are board-certified in their specialties, volunteer their services to the League Against Cancer. The dedication and support of volunteer physicians and on-going assistance of volunteers maintain administrative costs at about 12% of operational budgets. League Against Cancer is the last resort for cancer victims who have no financial resources or health insurance. Since 1975, more than 50,000 low-income, uninsured men, women and children have received world-class medical treatment, screenings and support at La Liga's facilities.

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#### **MEDIA**

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