
Fujifilm / US National Breast Cancer Foundation Launch “Images Of Health” Campaign



Millions of women each year are diagnosed with breast cancer; but early detection and treatment are among the most effective ways to overcome cancer and live life to the fullest.

Fujifilm Medical Systems U.S.A., Inc. and the National Breast Cancer Foundation (NBCF) have announced a collaboration that will extend the work of Fujifilm's Images of Health campaign, aimed at educating and encouraging all women to understand the importance of early detection of breast cancer.

Images of Health is an online community designed to provide educational resources and support for breast cancer patients, survivors and their loved ones.

"We are very excited about our continued alliance with the NBCF and passionately support their mission," said breast cancer survivor Betty Dedon, product and marketing manager, Fujifilm Medical Systems U.S.A., Inc. "The organisation is at the forefront for providing all women with the tools needed to obtain access to mammography screenings and to educate them about their risk for this disease."

According to the National Cancer Institute, 1 in 8 women will be diagnosed with breast cancer in their lifetime. It is inspiring to hear the stories of women, who have turned their breast cancer experiences into a positive mission to educate and support others and their loved ones.

"Since 2006, Fujifilm has donated nearly \$1.5 million to our mission to save lives," says NBCF Founder & CEO, Janelle Hail. "Their support has allowed us to provide thousands of free mammograms and early detection services to women in all 50 states and helped ensure that those facing breast cancer have access to quality healthcare."

Fujifilm is dedicated to promoting the early detection of breast cancer through advances in digital mammography, as well as through expanded awareness. Fujifilm continues to conduct research and collaborate with specialists in the field to develop revolutionary and reliable imaging technologies. Over 9,000 worldwide facilities trust Fujifilm's full field digital mammography solutions, making Fujifilm the most popular digital mammography system provider in the world.

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