



a.larry.ross  
com.mu.ni.ca.tions

# media alert

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010  
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

**FOR INFORMATION CONTACT:**  
**Melany Ethridge** 972.267.1111  
melany@alarryross.com

**FOR IMMEDIATE RELEASE**

## **PSAs Available for Breast Cancer Awareness Month**

**Joni Eareckson Tada voices campaign's :30 and :60 spots**

**WHAT:** October is Breast Cancer Awareness Month, and Joni Eareckson Tada and her friends at the Joni and Friends disability advocacy group want to do their part to help increase awareness about breast cancer and the importance of early detection.

With over 2.5 million breast cancer survivors in the U.S. alone, its prevalence means that you likely know someone affected by breast cancer. Tada offers this PSA campaign to help increase knowledge about the importance of mammograms for early detection.

**WHO:** Joni Eareckson Tada, injured in a diving accident in 1967, is one of the longest living quadriplegics on record. After learning how to paint with her mouth, her story was chronicled in both the book and movie "Joni," which impacted people with disabilities around the world. Inspired by how she was able to encourage others, Joni established the disability advocacy group Joni and Friends in 1979, which launched initiatives such as Wheels for the World and Family Retreats.

Tada received her breast cancer diagnosis this summer, while in preparation for the launch of her new book, "A Place of Healing," detailing her journey with chronic pain. In many ways, this book helped prepare her for the cancer diagnosis. Tada now shares encouragement with others at her blog, "Joni's Corner," at [www.joniandfriends.org](http://www.joniandfriends.org).

**WHEN:** Available for use throughout the month of October

**DETAILS:** :30 PSA is available for download [here](#).

:60 PSA is available for download [here](#).

Additional information about Joni and Friends is available at [www.joniandfriendsnews.com](http://www.joniandfriendsnews.com).

For more information or to schedule an interview with Joni Eareckson Tada, please contact Melany Ethridge at [Melany@alarryross.com](mailto:Melany@alarryross.com) or via phone at 972.267.1111.