



NEWS RELEASE

Curves Fitness Club to Support Digital Mammography Service at Northumberland Hills Hospital

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NORTHUMBERLAND COUNTY – This weekend, Curves will celebrate the grand re-opening of its newly-renovated Cobourg club by raising funds for a digital mammography service at the Northumberland Hills Hospital.

Since early January, the women's fitness and weight loss centre, located at 884 Division Street, unit 201, has undergone extensive renovations. With renovations now completed, Curves invites local women to tour its new facilities.

From Friday, January 18, to Sunday, January 20, Curves will host an open house, giving women a chance to see the new club and speak to staff. During this time, women can join Curves for a discounted membership fee of \$25 (the regular fee is \$199) and all of the fee will go to the Northumberland Hills Hospital Foundation.

Curves is dedicated to providing women of all body types and at all fitness levels with an affordable, low impact workout. With 10,000 locations spread over 55 countries, Curves is the largest fitness franchise in the world.

The Cobourg Curves was opened in 1999 by Susan Lyon. Today, Ms. Lyon owns and operates Curves locations in both Cobourg and Port Hope.

When asked why she decided to support a digital mammography service at the hospital, Ms. Lyon said that her decision was simple.

"Curves is in the business of promoting women's health," she explained. "By helping doctors find breast cancer early on, this service will benefit thousands of Northumberland women. I'm happy to help."

Breast cancer is the most common form of cancer among Canadian women. In fact, more than 22,000 Canadian women are diagnosed with the disease every year.

While breast cancer is deadly, it can be treated if detected early on. The Canadian Cancer Society recommends that women over the age of 50 receive a mammogram every two years.

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