As a local physician, I would like to see the public service announcements (PSA) by the Mammography Saves Lives™ (MSL) coalition air on [INSERT STATION NAME.] This series of PSAs helps clear confusion to help women know when, where and how often to get mammograms. I am hoping that you will consider placing the PSAs provided in the link below into your rotation at your earliest convenience.

The English language PSAs in :15, :30 and :60 lengths feature a breast cancer survivor who is a doctor. A :30 Spanish version features a prominent Latina physician. The PSAs remind women that “Mammography Saves Lives,” urge them to start getting annual mammograms at age 40 and direct them to [**MammographySavesLives.org**](http://www.mammographysaveslives.org) where they can find an accredited mammography facility near them.

**Mammography Saves Lives PSAs**

[**http://www.digitalnewsrelease.com/index.php?q=ACR\_MSL2013\_PSAS**](http://www.digitalnewsrelease.com/index.php?q=ACR_MSL2013_PSAS)

MSL is a coalition of not-for-profit, 501(C)(3) medical associations dedicated to improving breast cancer care, comprised of the American College of Radiology, the Society of Breast Imaging and the American Society of Breast Disease.

If you have any questions specifically regarding the PSAs, or need additional information about them, please contact Shawn Farley at 703-648-8936 or [PR@acr.org](mailto:PR@acr.org).

Thank you for your time and attention to this very important matter.

[YOUR CONTACT INFORMATION HERE].