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Feist-Weiller teams with Circle K to raise mammogram van money

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A Shreveport program that provides free mammograms to women without insurance is going beyond two large-scale fundraisers to solicit donations and raise awareness.

Partners in Wellness is putting donation boxes in 61 Circle K convenience stores in north Louisiana to help underwrite its mammogram van.

The van visits 21 communities in north and central Louisiana, including several without mammogram equipment.

The program recently added immediate reading of mammograms to its lineup.

When high-speed Internet service is available, a radiologist at LSU Health Sciences Center-Shreveport reviews a mammogram so a woman can learn the results before leaving the van.

"We invite our customers to join in the support for this local program, as well as take advantage of the services provided. All donations from Circle K go toward operation of the mobile cancer screening program," said Mitch Gladwin, Circle K regional operations director.

Feist-Weiller uses proceeds from a Halloween-themed run and a gala ball and auction to support the program.

It also receives grant funding from the local Susan G. Komen for the Cure affiliate.

However, the cancer center is open to other fundraising partners, including a promotion with Campus Federal Credit Union. Campus Federal is donating money to the center based on new account sign-ups and transaction volumes.

"We're always open to opportunities to partner," said Christy Canady, a Feist-Weiller spokeswoman.
