



Tri-City Medical Center

**For Immediate Release
July 12, 2010**

**Contact: Courtney Berlin
Office: 760-940-5757
Cell Phone: 760-802-0986**

Tri-City Medical Center to Host *A Triumph Over Breast Cancer* Benefitting State-of-the-Art Biopsy Equipment at the Hospital

Oceanside - Tri-City Medical Center, presenting sponsor of the Mercury Insurance Open at La Costa Resort & Spa, Carlsbad July 31 – August 8, announced today that Tri-City Hospital Foundation will host *A Triumph Over Breast Cancer* during tournament week, a benefit auction with proceeds funding state-of-the-art breast biopsy equipment in the Edgar and Jo Anne Jones Women's Diagnostic Center at the hospital.

A Triumph Over Breast Cancer will be held Thursday, August 5th beginning at 5 p.m. at La Costa Resort and Spa. Tennis legend Pam Shriver will serve as emcee and auctioneer for the evening which will feature a cocktail reception, live and silent auctions, celebrity guests and top female tennis players. Guests of the benefit will also receive reserved seating for the tennis matches that will follow at 7 p.m.

"The Mercury Insurance Open is an all women's tennis tournament so we wanted to host a benefit that would improve healthcare related to female-specific issues," said Larry Anderson, CEO of Tri-City Medical Center. "Proceeds from this event will fund the most advanced technology for minimally-invasive, highly accurate

breast biopsies. This equipment will allow Tri-City Medical Center to bring the treatment of breast cancer to a new level for the women of our community.”

Although approximately 40,000 women in the U.S. die each year of breast cancer, death rates have been decreasing since 1990. These decreases are largely thought to be the result of increased awareness, earlier detection screenings and treatment advances.

The Mercury Insurance Open presented by Tri-City Medical Center, a Premier 700 Sony Ericsson WTA Tour event offering \$700,000 in prize money, marks the return of women’s professional tennis to Carlsbad after a two-year hiatus. The event will be televised on the Tennis Channel and ESPN 2, and will comprise one of the 10 events of the Olympus U.S. Open Series.

“Tri-City’s mission is to improve the health and wellness of our community,” said Anderson. “Partnering with such a wonderful, international sporting event, in our community, gives us a great opportunity to convey the message to everyone we serve that we are dedicated to helping them lead healthy, active lives.”

Tri-City Medical Center is a full-service hospital with physicians practicing in 60 specialties. The medical center is administered by the Tri-City Healthcare District, which includes most of Carlsbad, Oceanside and Vista. For more information about Tri-City Medical Center, please visit www.tricitymed.org.

For tickets to *A Triumph Over Breast Cancer* please call (760) 930-7032.

###