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Southwest Medical Center Challenges Businesses to Think Pink

Southwest Medical Center wonders who can be the pinkest this year. The hospital kicks off Breast Cancer Awareness Month with the Think Pink Challenge October 11-17th. The hospital sent out fliers asking businesses to decorate in honor of breast cancer awareness. The Liberal Chamber of Commerce will send out judges next week to look at the businesses who have entered. Winners will receive prizes. Southwest Medical Center's Kelly Denton from the radiology department says dare to be pink. "Just decorate in pink," Denton said. "Put out some educational information and some statistics. Honor somebody in your business who is a cancer survivor or in memory of somebody who has lost the battle with breast cancer. It's just to get awareness out there in the community." Dillon's was the winner of last year's contest. Denton said they did it up right. "Dillon's did a big display," Denton said. "They had Jo and Angela on Kellogg's boxes and Campbell Soup cans so they had a big display with that. They had all their poles done up real big."

If you are interested in taking part, contact Southwest Medical Center.

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