

For immediate release
Monday, November 3, 1975

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will receive a special citation from the American Cancer Society at its annual dinner at the Waldorf Astoria Hotel Friday, Nov. 7 at 7:30 p.m. in New York.

Mrs. Ford has served as National Honorary Crusade Chairman for the past year.

The citation to Mrs. Ford reads:

"For providing hope and inspiration to millions of women concerned about breast cancer; for sharing her personal experience with others thus encouraging early diagnosis and treatment; for becoming our nation's symbol of progress against this disease and for setting an example, through her optimism and candor, that will encourage women to act to save their lives -- she deserves our nation's warmest gratitude."

The National Awards will go to Dr. Frank Rauscher, for his leadership at the National Cancer Institute and his "brilliant virus research;" to Ann Landers, who has "single-handedly motivated more women to take action against breast cancer than any other person in the media;" and to French clinician Professor Pierre Denoix.

Among other special guests will be Flip Wilson, who succeeds Mrs. Ford as National Honorary Crusade Chairman; and Cincinnati Reds catcher Johnny Bench, national chairman of Athletes Against Cancer. Both will make brief remarks.

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Mrs. Ford will visit the Guttman Institute ^(200 Madison Avenue) for early detection of breast cancer at 2 p.m. Friday, Nov. 7. Coverage by a pool of four reporters. (AP, UPI, NYTIMES, NETWORK POOL correspondent).

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