




ROYAL PURPLE

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Turning the town teal

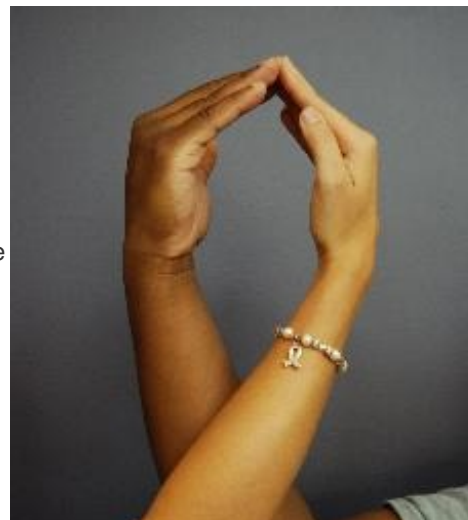
Jessica Tuttle**Issue date:** 9/17/08 **Section:** Lifestyle[Print](#) [Email](#) [Article Tools](#)

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Whitewater is participating in "turning the town teal" this September as it supports National Ovarian Cancer Awareness Month by holding fundraisers for the cause.

About 12 businesses in Whitewater are participating by selling teal ribbon cards for \$1 each to donate to ovarian cancer research. While every amount of time and money is helpful, Lacey Reichwald, manager of The Sweet Spot Coffee Shoppe, has seen more than that.

"The more important thing is to give knowledge and share what you know about the cancer to help others," Reichwald said.




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In addition to selling the teal ribbon cards like the other businesses in town, The SweetSpot made cookies to sell for \$1 each. They are also holding a silent auction for a teal ribbon cookie bouquet. All the proceeds from the fundraisers will go to ovarian cancer research.



Media Credit: Joy Kowald
Businesses around Whitewater are selling ribbons. The proceeds will go to ovarian cancer research.

The Sweet Spot became involved in the fundraiser after Marty Ridenour, one of their customers and an active member of the Wisconsin Ovarian Cancer Alliance, asked them to donate.

"It's important to The Sweet Spot to support this fundraiser because a lot of our customers have been affected by ovarian cancer, and we consider our customers friends," Reichwald said. "The cause is very near and dear to us."

Reichwald is pleased with the outcome of the fundraiser so far as well as the response from the community. People who didn't know anything about ovarian cancer are learning about it from the information posted and are becoming motivated to help. One of The Sweet Spot's regular customers actually found out she had the symptoms of ovarian cancer by reading the information in the girls' bathroom.

Ovarian cancer is the fourth leading cause of cancer death in women, but is often referred to as the "silent killer" because of its unclear symptoms and unidentified cause. Its detection, prevention and treatment are extremely difficult, which makes it one of the deadliest cancers for women.

According to the American Cancer Society, less than 25 percent of ovarian cancer cases are detected in the early stages of the disease. The cancer often goes unnoticed until the advanced stages, resulting in poor long-term survival rates.

It's the seventh most common cancer for women and one of the deadliest. According to the Wisconsin Ovarian Cancer Alliance, it causes more death than all other gynecologic cancers combined, and women without ovaries are still at risk. The cancer begins in the cells that make up the ovaries and 90 percent of it begins within the epithelial tissue of cells.

WOCA estimates one in every 67 women will develop ovarian cancer and one in every 95 will die from it. Some symptoms include pelvic or abdominal swelling or pain, bloating, frequent or urgent urination without an infection, unexplained weight gain or weight loss, and unexplained changes in bowel habits.

"One of the most encouraging things about the awareness is the conversations people are

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having and their willingness to open up and talk about it," Reichwald said. "It's important to spread the knowledge."



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