



American Cancer Society Invites The Public To Hollywood Gala

Dress to the Nines and Support the Fight Against Cancer!

SIoux FALLS – March 8, 2010 – If you've ever wondered how the Hollywood stars feel walking the red carpet in tuxedos and designer evening gowns, here's your chance: The American Cancer Society would like to invite you to an evening of Hollywood magic, "Lights, Camera, Action...for a Cure" Gala!

The evening will begin at 6 p.m. on Friday, March 26, at the Washington Pavilion. Show up in your classiest eveningwear and be prepared for run-ins with the paparazzi. Enjoy cocktails and a silent auction, followed by an elegant dinner. The Awards Show, hosted by Tom Mitchell and Melissa Barclay from Backyard Broadcasting, will honor two community leaders for their dedication to the fight against cancer – Dr. John Lee, sponsored by Sanford Cancer Center and Dr. John Griffin, sponsored by

Avera Cancer Institute. And what Hollywood event would be complete without an after party? This magical night will wrap up with dancing until midnight, featuring music from the band PowerPlay.

"Lights, Camera, Action...for a Cure!" Gala offers a fun opportunity to support the American Cancer Society's programs and services, which make a difference every day in the lives of people touched by cancer," said Jami Gates, American Cancer Society Corporate Relations Executive. "Please join us at the Gala and be a star in the fight against cancer."

In South Dakota alone, 4,120 people are expected to be diagnosed with cancer this year, and 1,640 people are expected to die from the disease. All proceeds of the event will benefit the American Cancer Society's mission of saving lives by helping people to stay well, get well, by finding cures and by fighting back from cancer.

For more information contact Jami Gates at 605-323-3555, or visit www.siouxfallsgala.com.

Dr. Bray Receives Board Recertification

The Yankton Medical Clinic, P.C., is pleased to announce that Kevin Bray, M.D., FACOG, Obstetrician/Gynecologist, has received Board Recertification by the American Board of Obstetrics and Gynecology.

Dr. Bray received Board Recertification status by passing the stringent recertification written examination by the American Board of Obstetrics and Gynecology by completing required case study modules. Board Recertification is required every year.

Board Certification demonstrates that a physician has met rigorous standards through inten-



BRAY

sive study, self-assessment, and evaluation. It also acknowledges physicians who have demonstrated the ability and commitment to continued learning necessary to provide the high quality of medical care for patients.

Dr. Bray has been in practice at the Yankton Medical Clinic since October 1995; with outreach clinics in Wagner and Gregory, SD and Santee and O'Neill, NE.

Dr. Ferrell Receives Board Recertification

The Yankton Medical Clinic, P.C., is pleased to announce that Robert T. Ferrell, M.D., FACOG, Obstetrician/Gynecologist, has received Board Recertification by the American Board of Obstetrics and Gynecology.

Dr. Ferrell received Board Recertification status by passing the stringent recertification written examination by the American Board of Obstetrics and Gynecology by completing required case study modules. Board Recertification is required every year.

Board Certification demonstrates that a physician has met rigorous standards through intensive study, self-assessment, and evaluation. It also acknowledges physicians who have demonstrated the ability and commitment to continued learning necessary to provide the high quality of medical care for patients.

Dr. Ferrell has been in practice at the Yankton Medical Clinic since July 1987; with an outreach clinic in Tyndall.



FERRELL

Young Returns From Annual Dermatology Meeting

Yankton Medical Clinic, P.C. Board Certified Dermatologist, James W. Young, D.O., FAOCD, recently returned from the Annual American Contact Dermatitis Society Meeting and the Annual American Academy of Dermatology Meeting.

With an attendance of more than 11,000 dermatologists from 90 countries, these meetings featured world-renowned leaders in the field of dermatology presenting the latest research in the diagnosis, management and treatment of skin, hair and nail conditions. Dr. Young attended 46.5 hours of instruction over six days.

The American Contact Dermatitis Society (ACDS) mission is to promote, support, develop and stimulate information about contact dermatitis and occupational skin disease for improved patient care.

The American Academy of Dermatology (AAD) is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails.

Dr. Young is an Associate Clinical Professor of Dermatology at Sanford School of Medicine of the University of South Dakota, as



YOUNG

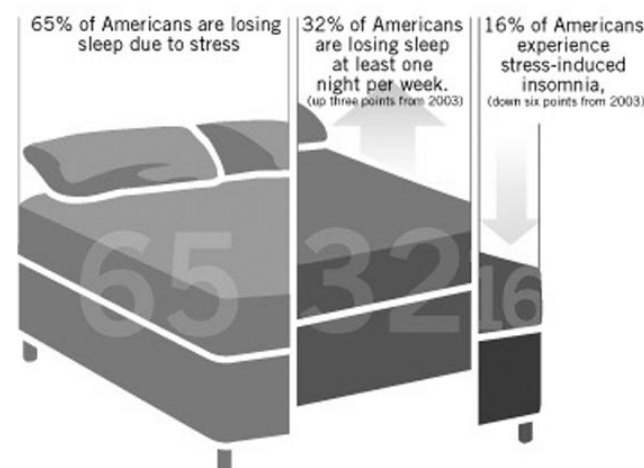
well as a Fellow, Fellow of Distinction, and Past President, of the American Osteopathic College of Dermatology. Dr. Young has been in practice at Yankton Medical Clinic, P.C. since June 1998; with outreach clinics in Vermillion and Freeman.

When you finish reading, Please RECYCLE your Press & Dakotan.

Stress And Sleep In America

Starting every day with a good night's sleep™ is important year round. The Better Sleep Council (BSC) conducted a stress and sleep survey to find out what keeps Americans up at night. This year's findings revealed a range of insights on Americans' stress and sleep cycles. Here are some of the results:

How Stressed Are We?



Who is More Stressed?

* 26% of women report trouble sleeping at least once a week compared to only 16% of men
* 19% of individuals ages 45-64 admit to losing sleep due to stress a few nights per week

What is Keeping Us Awake?

The survey also focused on women's wellness and the results



show an interesting paradigm in how women approach their own health.

* 27% of women say sleep is the most important component to their overall well-being
* 16% of women would try getting a good night's sleep to improve their overall wellness
* 31% of suburban moms are likely to make sleep a priority
* 50% of women with children agree that sleep is the best way to recharge, nine points higher than women without children
* 45% of women agree they feel most refreshed after a good night's sleep
* 26% of women are likely to invest in a mattress as an in-home wellness item

Experts Offer Sleep Tips

It's important to make an overall commitment to healthy, restorative sleep. Here are some tips from the Better Sleep Council for maintaining a healthy sleep cycle and ensuring the best night's rest:

1. Make sleep a priority by keeping a consistent sleep (bedtime) and wake schedule, including weekends.
2. Create a bedtime routine that is relaxing. Experts recommend reading a book, listening to soothing music or soaking in a hot bath.
3. Transform your bedroom into a haven of comfort. Create a room that is dark, quiet, comfortable and cool for the best possible sleep.
4. Evaluate your mattress and pillow to ensure proper comfort and support. If your mattress is five to seven years old, it may be time for a new one. In general, pillows should be replaced every year.
5. Keep work materials, computers and televisions out of the bedroom; it should be used for sleep and sex only.
6. Exercise regularly, but complete workouts at least two hours before bedtime.
7. If you sleep with a partner, your mattress should allow each of you enough space to move easily. Couples who've been sleeping on a "double" (full size) may think they have enough room, until they learn that each person has only as much sleeping space as a baby's crib!
8. Avoid nicotine (e.g., cigarettes, tobacco products). Used close to bedtime, it can lead to poor sleep.
9. Avoid caffeine and alcohol (e.g., coffee, tea, soft drinks, chocolate) close to bedtime. It can keep you awake.
10. Finish eating at least two to three hours before bedtime.

Courtesy of the National Sleep Council

Better Hearing...for 2010

With new digital hearing technology at your finger tips there is no reason to suffer frustration that a hearing problem often times presents. ProCenter Hearing can help you understand the extent of your hearing loss and recommend the right hearing solution for you...one that gets you back into the hearing world.

Dan is offering **FREE** hearing evaluations and consultations during the month of March along with a **FREE** demonstration of new digital hearing technology.

Please call today or stop in and receive a 30-day FREE-NO Risk trial on any Unitron hearing instrument. Dan is ready to listen and work closely with you, offering solutions based on your hearing loss and lifestyle.

Hank H. (age 79) reports: "These hearing aids bring me as close to real hearing as I have ever experienced."

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WELLNESS EVENTS
March 2010

Happy St. Patrick's Day!

Wednesday, March 17th - 11:00 a.m. - 1:00 p.m. (Deli Department)

Join Brenda in the Deli Department and sample a traditional favorite - the Reuben Sandwich! Grilled without added fat, this sandwich is a delicious option for lunch any day of the year!

Frozen Fruits and Vegetables

Friday, March 19 5:00 p.m. (second floor conference room)

Join Sharon Guthmiller for a presentation on the health benefits and safe steps to freeze fresh fruits and vegetables.

Dietitian Produce Pick of the Month

Saturday, March 20th - 1:00 p.m. - 5:00 p.m. (Produce Department)

Join Brenda in the Produce Department and sample the produce pick of the month! Celebrate National Nutrition Month by trying a new fruit or vegetable!

Gluten-free Product Sampling

Wednesday, March 24th - 10:00 a.m. - 12:00 noon & 1:00 p.m. - 4:00 p.m. (HealthMarket)
Do you have celiac disease or know of someone that does? Do you have a hard time finding great tasting gluten-free foods? Then don't miss out on this Gluten-Free product sampling in the HealthMarket! Your HyVee Dietitian Brenda will showcase great-tasting gluten-free foods for you to sample and will be available to answer your nutrition questions.

Smart & Delicious™ LaTortilla Factory 100 Calorie Tortillas Demofest

Wednesday, March 31st - 1:00 p.m. - 5:00 p.m. (HealthMarket)

Are you looking for a tortilla that is delicious and low in calories? Stop by the HealthMarket and try a Smart & Delicious™ LaTortilla Factory 100 Calorie Tortilla wrap! LaTortilla Factory's 100 Calorie Tortillas contain 8 grams of fiber, only 1.5 grams of fat, Omega 3-rich flax seeds, added calcium and no Trans fats! They are available in Traditional and 100% Whole Wheat varieties and are a delicious addition to a healthy diet.

Look for these specials in the **HealthMarket in the month of March:**

• March 22nd-28th - Riverbank Bathing Co. Soaps 2/\$7.00
• March 29th-April 4th - Wunder's Golden Flax Seed 2 lb. Bag 2/\$7.00

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