



# Turn The Towns Teal®

A National Awareness Campaign for Ovarian Cancer

CONTACT: Jane MacNeil  
973-543-3355

## September is National Ovarian Cancer Awareness Month

*Turn The Towns Teal®*, A National Campaign  
Raising Awareness of  
Ovarian Cancer, Enters Its 15<sup>th</sup> Year

Mendham Twp., NJ (September 2021) – Turn The Towns Teal® whose mission is to raise awareness of ovarian cancer, its often subtle symptoms and risk factors launches its 15<sup>th</sup> Annual National Campaign.

EVERY woman is at risk of developing ovarian cancer. This campaign is critical as there is NO conclusive early detection test; so knowing the subtle symptoms and risk factors can literally save a woman's life. If detected in its early stages, the success rate is 90-95%.

Turn The Towns Teal® started with 20 towns in NJ. To date we have been represented in all 50 states, and literally thousands of women, men and children throughout the USA have participated. The campaign's success proves its importance.

Our volunteers tie our Teal ribbons, distribute symptom cards, lawn signs, our brochures, etc., and many wear our Turn The Towns Teal t-shirts as well as sport our hats (all made in the USA!). All these materials alert women AND men about this disease. This is a 3-Tiered Campaign: Volunteers 1) "Teal" their town(s), 2) "Teal" their neighborhoods, businesses, places of worship, etc. and/or 3) "Teal" their personal homes.

Turn The Towns Teal® was the inspiration of Gail MacNeil (Chatham, NJ 1943-2008). Teal is the color associated with Ovarian Cancer, and it was Gail who came up with the clever, alliterative title Turn the Towns Teal and laid the foundation of the entire campaign. She knew all too well that there was not enough known about this cancer, its symptoms and risk factors, and she wanted to spare others what she and her family endured.

"Awareness is our primary mission; however, there are other important aspects of the campaign. Our survivors now feel that their disease is finally being recognized, and they also want to educate the public. Additionally, those who have lost someone to ovarian cancer find it cathartic to continue the campaign in honor of their loved one. We KNOW for a fact that this campaign has saved women's lives", states Jane MacNeil, now President of the Campaign.

Turn The Towns Teal® was trademarked by Gail's husband, and he applied for and was granted 501 (C) (3) nonprofit status. For more information please visit [www.turnthetownsteal.org](http://www.turnthetownsteal.org).

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P.O. Box 65, Brookside, NJ 07926  
(973) 543~2523  
[info@turnthetownsteal.org](mailto:info@turnthetownsteal.org)  
[www.turnthetownsteal.org](http://www.turnthetownsteal.org)