

Power Planter Launches 'Heidi's Hope Box' to Bring Awareness to Early Breast Cancer Detection

Plant a lasting symbol of hope that blooms every spring, learn about breast density, and share it with friends

Loda, III. September 13, 2022 – Did you know breast density makes it harder to find breast cancer on mammograms *and* it is a significant risk factor for developing breast cancer? These facts are widely proven yet not commonly known. When found early, breast cancer is curable, but by late stage (stage 4), it is not.

Power Planter, Heidi Punke Brown, and My Density Matters seek to change that together.

“My breast cancer was found at a late stage,” says Heidi Punke Brown, breast cancer thriver and long-time friend of Greg Niewold, owner of Power Planter. “It is my hope that we can spread the word about breast density and early detection so no one else has a diagnosis delayed due to their breast density.”

An estimated 26 million women in the United States with dense breasts are underserved by a mammography alone, leaving those women at risk for breast cancer to grow and spread.

Together with the organization, [My Density Matters](#), grower [Abbott-Ipco, Inc](#), Heidi and Greg created [Heidi's Hope Box](#) to educate people on early breast cancer detection. Each box contains a 3'x 7" pink bulb Power Planter auger, ten (10) pink tulip bulbs, a memoir by Leslie Ferris Yerger (Founder of My Density Matters), a note from Heidi, bulb planting tips, and information on breast density and breast cancer screening. Power Planter will be donating \$25 from the sale of each \$59.99 box to My Density Matters.

“Heidi was the inspiration behind *Heidi's Hope Box*,” says Greg Niewold, owner of Power Planter. “Shortly after her diagnosis, I gave her one of our bulb augers so she and her family could plant bulbs as a way of planting hope for her future.”

My Density Matters empowers women to find their breast density, learn their options, and take charge of their breast cancer screening. They are addressing the “how” for earlier diagnosis with an initiative to move from awareness to education to action. Their Check Your Chart™ initiative empowers women to obtain their mammogram report from their online patient portal, learn their breast density, communicate with their doctor(s) about the results, and collaborate on additional screening options to find cancer earlier by providing them with tools for more informed conversations.

“We hope to make a difference in someone’s life by empowering them to learn about their breast density in hopes of saving their life,” added Niewold.

Pick up a Heidi's Hope Box [here](#). Contact Stacey Pierson for interviews: stacey@gardenmediagroup.com or 610-444-3040.

Power Planter is a third-generation, family-owned auger company located on a centennial farm in rural Illinois. Our founder, Wayne Niewold, invented the first garden-friendly earth auger more than 30 years ago, and now we manufacture and sell more than 25 sizes and models.