

# *MEDIA ADVISORY*

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## **Iams to Open Region's First MRI Center for Pets at NC State**

Cutting-edge medical-imaging technology is going to the dogs – and other domestic animals.

Officials at North Carolina State University and the Iams Company will formally announce on Monday, Nov. 24, that Iams will open a new magnetic resonance imaging (MRI) center at NC State's Centennial Biomedical Campus in spring 2004.

**The announcement of the Iams Pet Imaging Center will take place at a media event at 10 a.m. Monday, Nov. 24, at the entrance to the College's Teaching Animal Hospital.**

**Media coverage is invited. Digital images and beta tape b-roll will also be available.**

The Iams Pet Imaging Center will be the region's first MRI facility dedicated solely for use on pets and domestic animals. It will provide area veterinarians with state-of-the-art diagnostic tools – comparable to those used on humans. It will also help doctors detect and begin treatment of hard-to-diagnose health conditions earlier, more accurately and with less need for exploratory surgery.

Representatives from NC State's College of Veterinary Medicine, including radiologists and clinicians, and representatives from the Iams Company will be available to discuss the benefits to the college and the community.

**Please note that due to ongoing construction at the College of Veterinary Medicine, reporters will need to enter the college via the Hillsborough Street entrance. There will be reserved parking for media in the metered spots of the parking lot. Please check in with Greg Thomas from the NC State Office of News Services. Photo identification must be presented when checking in.**

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