

Like so many women diagnosed with breast cancer, DeAnn Echols never imagined it would happen to her. Despite losing her older sister to breast cancer in 2000 and facing her own diagnosis in 2004, DeAnn was determined to take the lemons life had given, and make lemonade. "I try to find the good in every situation," DeAnn said. "It changes your focus and makes tough times easier." Helping DeAnn fight is her husband, James, and her family and many friends. DeAnn is the owner of the Great Outdoor Store in downtown Sioux Falls. She is dedicated to enhancing the lives of people in the community where she lives.

*deann  
echols*

S U R V I V O R   S I N C E   2 0 0 4



*Look no further.*

