 send this to a friend



Volume 4 Issue 4

April 2007

**President's Corner**  
Pat Halpin-Murphy  
President and Founder



**MRIs Urged for Women at High Risk of Breast Cancer**

The New England Journal of Medicine has released a national study suggesting that all women newly diagnosed with cancer in one breast should also have MRIs (magnetic resonance imaging) for the other breast. An MRI makes more detailed images with a magnet and radio waves, but without radiation. MRI screening is not being recommended for most women. The MRI tests have a high error rate, which can lead to unnecessary biopsies. MRI tests are expensive. Many insurers cover MRI screenings, but not all. MRIs *do not* replace mammograms.

MRIs are recommended for women with no cancer symptoms who have:

- a mutation in the BRCA1 or BRCA2 genes
- been treated for Hodgkin's disease
- had a strong family history of the disease, such as women with 2 or more close relatives who have breast or ovarian cancer, or who have a close relative who developed breast cancer before age 50

[For more information, click here to visit the New](#)

Dear ,

**PBCC RECEIVES GLAXOSMITHKLINE IMPACT AWARD**



The PBCC was honored with the GlaxoSmithKline (GSK) IMPACT Award at a ceremony March 23 in Philadelphia. The IMPACT Award recognizes and promotes the

work of non-profits with a proven track record in the challenging and demanding area of community health care. An award of \$40,000 was made to a non-profit for its **Innovation, Managment, Partnership, Achievement, Community Focus, and Targeting Needs.**

The PBCC is extremely grateful to GlaxoSmithKline for this honor!

(Above L to R: Dolores Magro, PBCC; Mary Linda Andrews, GSK; Pat Halpin-Murphy, PBCC; Duncan Learmouth, GSK; Pat Stewart, PBCC; Sandy Reilly, PBCC)

**PBCC PRESIDENT RECOGNIZED FOR LEADERSHIP**

Central Penn Business Journal named PBCC President Pat Halpin-Murphy one of Central



[England Journal of Medicine's website.](#)

**PBCC Accepting Applications for Staff Position**

Full-Time Fundraising and Communications Specialist

The Fundraising and Communications Specialist is responsible for the overall fundraising efforts and communications of the organization. Applicants should be able to raise funds, write grants, manage multiple projects under deadlines and interact well with all levels of staff, board and volunteers. Details about the duties of the position, and where to submit your resume are on [our website](#).

**Events Calendar**



**April 13 - May 19  
Mountz Jewelers Charity Case  
Three Locations in Central PA**

Visit a Mountz Jewelers store between April 13 and May 19 and shop from their special benefit charity case, and 10% of your purchase will be donated to the PBCC. See article below or visit our events page for details.

**April 19 - 29  
[67 Women - 67 Counties Photo Exhibit™](#)  
Ashland**

Our traveling photo exhibit visits Schuylkill County. The opening reception is April 19 at 6:30pm at the Saint Catherine Medical Center Fountain Springs. Visit our events page for details.

**April 19 - 29  
[67 Women - 67 Counties Photo Exhibit™](#)  
Sayre**

Our traveling photo exhibit visits Bradford County. The opening reception is May 3 at

Pennsylvania's most innovative non-profit leaders. Pat received the Nonprofit Leadership Excellence Award at the Nonprofit Innovation Awards breakfast on March 21. This category recognizes an exemplary leader whose accomplishments have advanced the organization and field of service. Pat is certainly most deserving of this honor, and the PBCC thanks Central Penn Business Journal.

**Mother's Day Mammograms®  
Mission Accomplished!**

The PBCC's annual Mother's Day Mammograms® program has reflected our commitment to making mammograms available to all of Pennsylvania's uninsured and underinsured women over the age of 40.

**Now**, thanks to PBCC advocacy efforts, the Pennsylvania Breast and Cervical Cancer Early Screening Act has been unanimously passed by the PA legislature and signed by Governor Edward G. Rendell, making free mammograms available to eligible uninsured and underinsured women aged 40 to 49. The bill creates a program within the PA Department of Health to make annual breast and cervical cancer screenings available to eligible women aged 40 to 49, complementing the existing program for women aged 50 to 64.

In light of this legislative victory for Pennsylvania women and families, it is time for the PBCC to declare **MISSION ACCOMPLISHED!** Our goal of making mammograms available to every Pennsylvania woman 40 and over has been met! To see if you qualify for a mammogram, call HealthyWoman at 1-800-215-7494.

**GRASSROOTS PARTNER  
Mimi Coppersmith Fredman**



The presenting sponsor of the Penn State Lady Lions basketball team's Think Pink Day on February 4 was The Barash Group, owned and operated by Mimi Coppersmith Fredman. Mimi was instrumental in helping to kick off the PBCC's first

annual breast cancer conference in Harrisburg. Her

6:00pm at the Guthrie Clinic Atrium Lobby. Visit our events page for details.

**May 5  
Slap Shot 2 Charity Hockey Game  
Harrisburg**

Enjoy the Hanson Brothers from the movie Slap Shot, watch two teams of local hockey talent, and help "Paint the Rink Pink"! Visit our events page for details.

**May 8  
Serendipity: An Evening with Barry Mason  
Lancaster**

Barry Mason gives a benefit concert featuring storytelling and songs. Tickets are \$30 and \$75. See article at right or visit our events page for details.

**May 13  
Paint the Park Pink with the Harrisburg  
Senators  
Harrisburg**

Cold Stone Creamery is the sponsor of this fun family event. Take mom to the ballpark on Mother's Day! Pink will be in abundance. Visit our events page for details or to purchase tickets.

[Please visit our website for a complete and detailed listing of upcoming events.](#)

*Do you want to make **hope** grow? Plant a seed in your community and watch it grow statewide by planning a special event or fundraiser for the PBCC! Contact Amy Collins with your community event idea at [amy@pabreastcancer.org](mailto:amy@pabreastcancer.org) or (800) 377-8828 x 106.*

**Mountz Jewelers  
"Special Charity Benefit Case"**

Visit a Mountz Jewelers store between April 13 and May 19 and shop from their special charity benefit case, and 10% of your purchase will be donated to the PBCC! Just designate the PBCC as your charity of choice when making your purchase. Mountz Jewelers are located at 153 North Hanover Street in Carlisle, 3780 Trindle Road in Camp Hill, and 4520 Jonestown Road in Harrisburg. For more information, contact Linda at 717-763-11699 or [linda@mountzjewelers.com](mailto:linda@mountzjewelers.com).

generous in-kind donation provided beautiful and appealing invitations to the conference. We are delighted and grateful to Mimi for her continuing and loyal support. Mimi also represents Centre County in the PBCC's traveling photo exhibit "[67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania](#)"™.

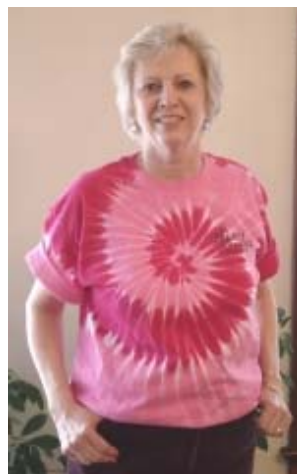
**SERENDIPITY TICKETS ON SALE NOW!  
An Evening with Singer/Songwriter Barry Mason  
May 8 at the Fulton Theatre in Lancaster**



Barry Mason, one of the world's leading songwriters, will perform a concert with all proceeds to benefit the PBCC! His multi-platinum hits include "Delilah", "Love Grows (Where My Rosemary Goes)", and "There Goes My First Love". His songs have been recorded by Elvis Presley, Engelbert Humperdinck, Barbra Streisand, and countless others.

Ticket prices are \$30 for general admission or \$75 for preferred seating including a reception with Barry Mason. Order yours now through the Fulton Theatre at 717-397-7425 or [their website](#). This is sure to be a sell-out!

**NEW MARKETPLACE ITEMS**



The PBCC's long-sleeved pink tie-dyed shirts have been the best-selling item on our marketplace for months! Now, with spring upon us, we now have a short-sleeved version for just \$10!

Our new hot pink bandanna features the PBCC logo and is perfect for tying back your hair on what we hope are beautiful spring days to come! They are only \$5 and remember, proceeds benefit the PBCC!

Carol Burkholder, PBCC Office Manager, shows off the latest marketplace item.

[Click to see and order these and other marketplace items.](#)

**Fundraiser of the Month  
Donna Romeo's FirstGiving Web Page**



Clockwise from bottom left: Mark Ciletti, Carmen Romeo, Jim Crenner, Elena Ciletti, Karen Ciletti, and Donna Romeo, the birthday girl!

In February, the PBCC was contacted by Karen Ciletti, who wanted to honor the 50th birthday of Donna Romeo, her sister-in-law, in a unique way. She created a personal fundraising page using FirstGiving, a website where people can collect online donations for charities. She then emailed all of Donna's friends and family - about 70 in all - telling them about the birthday webpage and the PBCC. Then they watched the donations pour in! As of this writing, \$7114.57 has been raised for the PBCC in honor of Donna's 50th birthday and it couldn't have been easier! Thanks for thinking of us, Karen and Donna and all the donors!

[Click to see Donna's personal FirstGiving web page.](#)

If you'd like to set up a personal FirstGiving fundraising page, [visit the FirstGiving site](#) to get started. We'd love for you to choose the PBCC as your charity as well!

Please visit the PBCC's [Grassroots Partners](#) web page for photos of other recent events!

**ADVERTISEMENT**



BeauBeau's were designed with comfort in mind and

at the same time, making a fashionable, sophisticated statement. These stunning unique scarves are made out of sensuous fabrics, alluring colors and captivating designs; unique and luxurious in look and feel. Each scarf is lined with exquisitely soft cotton, preventing slippage and acting as a wicking layer, never hot. Wearing a BeauBeau is a fashionable alternative to wearing a wig. You can see "the beaubeau" at [www.4women.com](http://www.4women.com).

**YOUR AD COULD GO HERE!**

**How would you like to see your ad, logo or message and a link to your website here? Pink Link™ goes to over 6800 medical professionals, survivors and breast cancer advocates all across PA and beyond! Ads cost \$250 for one issue, \$400 for two issues.**

**Email Kim at [kim@pabreastcancer.org](mailto:kim@pabreastcancer.org) today to place your ad! Ad size and placement may vary from issue to issue.**

**Subscription Information**

If you received this issue of Pink Link™ directly, you are already a subscriber. [If Pink Link™ was forwarded to you by a friend, you can subscribe here.](#)

If you would like to unsubscribe from Pink Link™, click the "Unsubscribe" link at the very bottom of this email.

**Credits**

Editor and Producer: Kim Eubanks  
Head Writer: Dolores Magro

Copyright © 2007, Pennsylvania Breast Cancer Coalition  
All rights reserved.

Please feel free to pass Pink Link™ along to your friends. However, we ask that you keep the Pink Link attribution, subscription, and copyright information intact.

Advertisements contained throughout this publication do not imply endorsement by the PBCC of featured products or services.



Send inquiries, comments or suggestions to:

Pennsylvania Breast Cancer Coalition  
c/o Doneckers Complex  
287 Duke Street  
Ephrata, PA 17522  
(717) 738-9567 | (800) 377-8828  
[kim@pabreastcancer.org](mailto:kim@pabreastcancer.org) | [www.pabreastcancer.org](http://www.pabreastcancer.org)

