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Volume 5 Issue 4

April 2008

PRESIDENT'S CORNER

Pat Halpin-Murphy
President and Founder



INCOME TAX CHECK-OFF



 **play video**

The PBCC was recently at the University of Pennsylvania to publicize the Income Tax Check-Off for Breast Cancer Research. Click here to see the 6abc ACTION NEWS coverage.

It's income tax time again, and the PBCC held a press conference at the Hospital of the University of Pennsylvania to publicize this year's Income Tax Check-Off for Breast and Cervical Cancer Research campaign.

John H. Glick, MD, (above) PBCC board

Dear ,

PBCC HOSTS SEMINAR ON FREE TREATMENT PROGRAM

Wednesday, April 23
9:00 am to 1:00 pm
Kings College, Wilkes-Barre, PA



Many women, and many healthcare providers, are unaware of the **free treatment** available to women diagnosed with breast cancer without insurance coverage through the Breast and Cervical Cancer Prevention and Treatment Program. The PBCC is committed to changing that by conducting seminars in all regions of the state throughout the year.

The seminar features speakers from the PA Department of Public Welfare, the PA

Department of Health, the PA Health Law Project and the PBCC, all experts on the treatment program.

The Wilkes-Barre seminar is hosted by the PBCC and made possible thanks to the generous support of BlueCross of Northeastern PA, as well as the Northeast Regional Cancer Institute.

If you are interested in attending this educational seminar, please contact Heather Hibshman at 800-377-8828 x 102 or heather@pabreastcancer.org by April 18.

PATIENT ADVOCACY RESOURCES

member and VP and Associate Dean for Resource Development at the Abramson Family Cancer Research Institute at Penn, and Penn grant recipient Barry Cooperman, PhD, spoke about the importance of the Income Tax Check-Off grants. Researchers Drs. Judy Quong of Thomas Jefferson University and Raghbir Athwal of Temple University, representing the other five grant recipients, also attended.

We are grateful to Ed Mahlman, Chief Marketing Officer of Philadelphia Newspapers, for The Philadelphia Inquirer donation of a full-page ad promoting the Income Tax Check-Off. Ed also spoke, sharing his personal story of losing his sister to breast cancer twenty years ago.

Representative Jim Roebuck, who represents Penn in the legislature, also joined us to show his support.

The Income Tax Check-Off for Breast and Cervical Cancer Research is the most popular refund donation option in PA, having raised \$2 million since its inception. The overwhelming response to this initiative demonstrates just how important finding a cure for breast and cervical cancer is to the people of Pennsylvania.

[Click here](#) or the graphic above to watch a brief 6abc video clip of the press conference.

Pretty in Pink Luncheon and Fashion Show



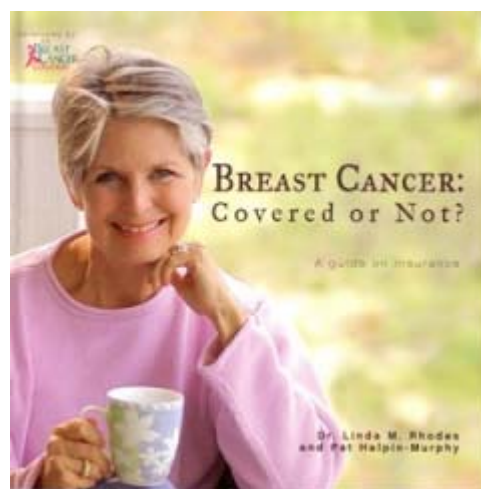
Are you looking for something special to do with Mom to celebrate Mother's Day? Why not treat mom and yourself to a fabulous luncheon and fashion show at Doneckers Restaurant in Ephrata? Join us on Sunday, May 4, at 1:00 pm



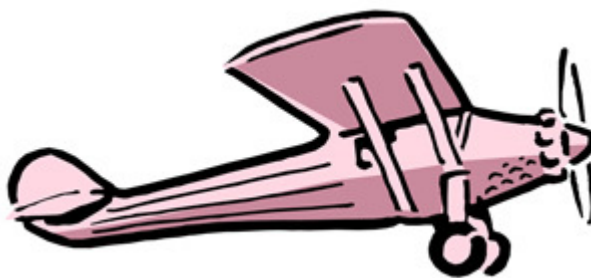
Do you know about the PA Insurance Department and what they can do for you? The Insurance Department is a wonderful resource,

providing answers to insurance-related questions. Call for help at 717-787-2317, or at the toll-free automated hotline at 877-881-6388. The PA Insurance Department staff is knowledgeable, helpful and very caring. [Their website](#) covers a wide range of coverage topics, and you can submit questions or complaints online.

And remember, you can [download the PBCC's insurance guidebook, "Breast Cancer: Covered or Not?"](#) from our website.



**HOPE IN FLIGHT
Free Private Air Travel for Patients**



Angel Flight East is a non profit organization coordinating free air transportatic for qualified people whose medical need of evaluation

diagnosis and treatment can be met only by health care facilities far from their homes. Angel Flight East can provide a travel optio to patients who aren't able to withstand long distance travel by auto, rail or bus. Visit www.angelflighteast.org/ for more details, including how to request a flight. Or you can call them at 800-383-WING.

and watch as the winner of our "Makeover for Mom" contest is announced, all while enjoying fine fashions and gourmet food from Doneckers and fantastic silent auction items. Tickets for this fundraiser are \$45 each or \$70 for two and are available by calling 717-738-9649. All proceeds from this event benefit the PBCC. [Click for more details.](#)

[Events Calendar](#)



April 15 - May 10
Cruise 4 the Cure Promotion

Sail to the Eastern Caribbean October 25th - November 1, 2008, onboard Royal Caribbean's Liberty of the Seas and benefit the PBCC while you cruise! Prices range from \$659 for an Inside Promenade cabin to \$899 for a Balcony cabin. Cruise departs from Miami. Ports of call are San Juan, Puerto Rico; Philipsburg, St. Maarten; and Labadee, Royal Caribbean's private island. [Click here](#) or call Cruises 4 Charity at 888-562-2122 for details.

April 16 - 26
[67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania Photo Exhibit](#)
Brodheadsville

The PBCC brings its traveling photo exhibit to Monroe County. The exhibit will be held at the Western Pocono Community Library and opens with a reception on Wednesday, April 16 at 5:30pm. Visit our events page for more details.

April 26 - 27
10th Annual Jamfest
Philadelphia

The Northeast Rockers Basketball Club is holding their 10th annual Jamfest tournament to benefit the PBCC. Games will be held in multiple gyms all across Philadelphia. Visit our events page for more details.

May 3
Pretty in Pink Cocktail Party
Ephrata

Enjoy a pink cocktail party, Chinese auction items, informal modeling, pink displays and more at the Doneckers Fashion Store. Visit our events page for more details.

CALLING ALL BREAST CANCER SURVIVORS: SEND US YOUR ACTION PHOTOS

Our creative team is working on a new video featuring breast cancer survivors celebrating life, and we are looking for photos to be considered! Candid shots are ideal for this purpose. The video will be presented at the PBCC Annual Conference in October at the Harrisburg Hilton. Photos of survivors participating in PBCC Grassroots Partners events will be given first consideration, but any and all are welcome. Please send your digital photos to jennifer@pabreastcancer.org.



VOLUNTEERS NEEDED FOR HOMERUN DERBY **July, at Baseball Stadiums Across the State**



The PBCC is working with the Pennsylvania Association of Community Bankers to hold charity homerun derbies in all eleven of the state's minor league baseball stadiums. We need 20 volunteers at each of the eleven events throughout the state. Wouldn't volunteering at this event be a great outing for your family? Or a community service project for your men's or women's group? Picture yourself shagging balls in the outfield, assisting with team lineups, checking in team members, or helping the PBCC wherever needed.

We particularly need help in Washington, Williamsport, State College, Altoona, Erie and Scranton/Wilkes-Barre, though volunteer positions are still available at all locations. Please visit www.pahomerunderby.org for a schedule of events.

Volunteers will be accepted on a first come, first served basis. Visit www.pahomerunderby.org to sign up to play, sponsor, attend or volunteer. Play ball!

PAINT THE RINK PINK - A HAT TRICK AGAINST BREAST CANCER **Come Meet the Hanson Brothers** **Saturday, May 3** **5:00 pm** **Twin Ponds East**

**May 3
Paint the Rink Pink - A Hat Trick Against Breast Cancer Benefit Hockey Game Harrisburg**

Meet the Hanson Brothers from the movie Slap Shot, bid on silent auction items, enjoy a fun hockey game, and help the PBCC! Tickets are \$5 at the door and all proceeds benefit the PBCC. See article at right or visit our events page for more details.

**May 4
Pretty in Pink Luncheon/Fashion Show Ephrata**

Treat yourself to a special luncheon and fashion show at Doneckers. Cost is \$40 for one, \$75 for two and all proceeds benefit the PBCC. See article above or visit our events page for more details.

**May 5
Paint the Park Pink with the Harrisburg Senators Harrisburg**

Players will wear pink jerseys which will be raffled/auctioned off to benefit the PBCC. Visit our events page for more details.

**May 11
Benefit Reading Phillies Game Reading**

Take Mom out to the ball game! The first 2000 women aged 18 and over through the gates will receive a pink R-Phils umbrella. Players will wear pink jerseys which will be auctioned off to benefit the PBCC. Visit our events page for more details.

**May 11
Benefit Erie SeaWolves Game Erie**

Take Mom out to the ball game! The first 1000 fans will receive a free pink SeaWolves cap. The players will wear special pink uniforms that will be auctioned off following the game to benefit the PBCC. Visit our events page for more details.

[Please visit our website for a complete and detailed listing of these and other 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 Sarah Lightman with your community event idea at sarah@pabreastcancer.org or (800) 377-8828 x107.*

Conference Attendees Love Our Exhibit Hall

Come enjoy a night of hockey and fun to benefit the PBCC! This is the third year for this exciting event, and the organizers hope to raise \$10,000! The Hanson Brothers, stars of the movie *Slap Shot*, will take to the



ice for a fun game of hockey. Then, during the third period, they will sign autographs for free in the lobby. Color photos of the Hanson Brothers will be for sale for \$10 each, which the brothers will be happy to personalize for you!

There will also be plenty of cool Hanson Brothers items, NHL items and other unique items raffled off.

The day promises to be filled with music, food, great prizes, fun hockey and interaction with three of the most recognized hockey faces in the world! We hope to see you and your friends at the rink!

**MEN AGAINST BREAST CANCER
3rd Annual Conference for Caregivers**



Men Against Breast Cancer is an organization for men caring for the women in their lives who have breast cancer. The

conference is in Baltimore, Maryland, the weekend of July 25 - 27. Information and registration is available on [their website](#).

**WANTED: DEVELOPMENT DIRECTOR
PBCC ACCEPTING APPLICATIONS**

The PA Breast Cancer Coalition is seeking a highly motivated, experienced development director to work full-time in the Ephrata, PA office.

The development director is responsible for the overall fundraising efforts of the organization. The perfect candidate will have major gift, grant writing, annual campaign and planned giving experience.



Does your company have a product or service of interest to breast cancer survivors and medical professionals? Or gift items like jewelry you'd like to see on display to hundreds of our conference attendees in October? Then you should consider becoming an exhibitor at our annual conference. Exhibit space includes a 6' table, 2 chairs, and 2 complimentary registrations (including lunch) and costs \$350. [Download the application here](#) or call Dolores Magro at 610-622-3390 if you have questions.

**Fundraiser of the Month
4th Annual "Live Like You Were Dying" Benefit Dance Recital**



For the fourth year in a row, super-talented high school student Jonathan Daulby (shown above center with the PBCC's Kim Eubanks and Heather Hibshman) organized and danced in a benefit recital to raise awareness and money for the PBCC. This year's show was the best yet with over 25 groups and solists performing for a full crowd at the State Theatre in downtown State College. At this time, proceeds are still being tallied, but we anticipate that this event will have raised over \$13,000 in

Read the full [job description here](#) and submit your resume with salary requirements and cover letter to jobs@pabreastcancer.org.

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www.fcc.edu

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How would you like to see your ad, logo or message and a link to your website here? Pink Link™ goes to over 6900 medical professionals, survivors and breast cancer advocates all across PA and beyond!

Email Kim at kim@pabreastcancer.org today to place your ad. Ad size and placement may vary from issue to issue.

Subscription Information

four years! Way to go Jonathan and everyone who helped make this such a fun, profitable event for four years running. We wish you all the best in your future as a professional dancer!

Visit our [Grassroots Partners webpage](#) for more photos of this and other recent events.

(Below: Heather with some young dancers from Centre Dance, who performed to "Knock on Wood".)



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Credits

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