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Volume 4 Issue 8

August 2007

**PRESIDENT'S CORNER**

Pat Halpin-Murphy  
President and Founder



**PA BUDGET ADDS \$1.7 MILLION FOR FREE MAMMOGRAMS**

This year, uninsured women ages 40-49 will again receive FREE mammograms thanks to Governor Rendell and the state legislature. The new 2007-2008 budget includes \$1.7 million for these life-saving mammograms.

Last year, PBCC advocates worked hard to pass the PA Breast and Cervical Cancer Early Screening Act that made FREE mammograms possible for uninsured and underinsured women.

So far \$3.4 million has been raised to pay for these all-important FREE screenings.

**ADVOCACY WORKS!**

**Do You Love Jazz?**

Dear ,

**INCOME TAX CHECK-OFF FOR BREAST CANCER RESEARCH EXTENDED THROUGH LEGISLATION**



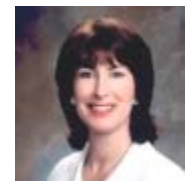
Thanks to the PBCC and the state legislature, PA taxpayers will continue to have the opportunity to donate all or part of their tax return to fund breast cancer research! Since its inception, the [Income Tax Check-Off for Breast Cancer Research](#) has raised over \$2 million for research right here in PA and has remained the most popular state income tax return

donation option.

The Income Tax Check-Off was set to expire at the end of December, but because of its popularity as a donation option and its success in aiding PA-based researchers, the PBCC asked the leaders of the House and Senate to support legislation to extend the Income Tax Check-Off. Governor Rendell has agreed to sign the legislation. Thank you Governor Rendell, Senator Pileggi, Speaker O'Brien and Secretary of Revenue Tom Wolf for your support of this important program that has raised over \$2 million for PA-based research!

**AN INVITATION TO HOSPITALS  
Is Your Facility a HealthyWoman Program Provider?  
If Not, Here's How You Can Become One!**

The National Breast and Cervical Cancer Early Detection Program helps eligible women between the ages of 50 and 64 gain access to potentially lifesaving screening programs for the early detection of breast and cervical cancer. The PA Department of Health has been





Brighten your day today and order the new "Divas of Jazz" CD, recorded at the 2006 event to benefit the PBCC, on our [website marketplace](#). These ladies can *sing!* CDs are \$15 plus tax and proceeds benefit the PBCC.

**Paving PA Pink  
with Pennsy Supply**

Join the PBCC and Pennsy Supply Inc. as we **PAVE PA PINK**. Pennsy Supply Inc., a leading supplier of aggregate, concrete and asphalt, has teamed up with the PBCC to build a stronger community, spread awareness and raise funds. Watch for the pink concrete trucks across Pennsylvania this fall. Donate to the PBCC's efforts through [www.pavingpapink.com](http://www.pavingpapink.com). Come to the September 1st Harrisburg Senators game to see the pink trucks and support the PBCC.

Thank you Pennsy Supply for your commitment to our cause!

**Events Calendar**



**August 15 - September 30**  
Prime Outlets Grove City Wishing Well  
Grove City

participating in this service for the past 15 years through its HealthyWoman program.

If you are a health care provider in PA and your facility is interested in becoming part of this worthwhile free screening program, please contact the Department of Health's service contractor at 1-800-215-7494 and ask for Lou Ann Weil, PA Cancer Screening Program Director. Ms. Weil can provide detailed information for completion of the application. HealthyWoman providers are paid at the current Medicare reimbursement rates for allowable screening and diagnostic services.

Joanne Corte Grossi  
Deputy Secretary for Health Promotion and Disease Prevention  
PA Department of Health

**PBCC ANNUAL CONFERENCE**  
**October 17 at the Harrisburg Hilton**  
**Pink Ribbon Awardees**



The PBCC Pink Ribbon Award is presented at our conference luncheon for outstanding leadership in breast cancer research, education, treatment and advocacy. The PBCC is proud to recognize this year's Pink Ribbon awardees **Representative Dennis M. O'Brien**, Speaker of the PA House of Representatives, and **Deborah Freer**, breast cancer advocate, survivor and PBCC board member.

**REP. DENNIS O'BRIEN**  
Speaker of the PA House of Representatives

[Click for more information on our two awardees.](#)

[Register online today](#) to



When shopping at Prime Outlets Grove City, toss your change in the wishing well. All wishing well donations made between now and September 30, 2007 will be donated to the PBCC! See full details on our events page.

**Now thru August 19**  
[67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania Photo Exhibit](#)  
**Indiana**

The PBCC brings its traveling photo exhibit to Indiana County. Exhibit is hosted by the Indiana Regional Medical Center and is on display at the Indiana Mall. All are invited! Visit our events page for more details.

**August 16 - 18**  
**Shop for the Cure**  
**Lemoyne**

Higashi Pearls invites you to an exclusive preview of Judith Ripka's new collections. 10% of sales will benefit the PBCC. See article below or visit our events page for more information.

**September 1**  
**Harrisburg Senators/Pennsy Supply**  
**Presentation**  
**Harrisburg**

Come to the Harrisburg Senators game September 1 and learn about Pennsy Supply's Paving PA Pink initiative. Stop by the PBCC's info table and say hello! See article above or visit our events page for more details.

[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 Sarah Lightman with your community event idea at [sarah@pabreastcancer.org](mailto:sarah@pabreastcancer.org) or (800) 377-8828 x 107.*

**Shop for the Cure**  
**August 16 - 18**  
**Higashi Pearls, 900 Market Street**  
**in Lemoyne**

qualify for the "Early Bird" registration discount!

**DEBBIE FREER**

Breast Cancer Advocate, Survivor and PBCC Board Member

**[PBCC ANNUAL CONFERENCE](#)**  
**Workshop Spotlight**

Scott H. Herbert, MD, Radiation Oncologist at The Rosenfeld Cancer Center at Abington Memorial Hospital, will present "Advances in Radiation Therapy for Breast Cancer" at the PBCC Annual Conference on

October 17, 2007. This workshop will explore the advances in radiation therapy including the use of accelerated partial breast irradiation therapy, a promising treatment for selected breast cancer patients who have had a lumpectomy, and Intensity-Modulated Radiation Therapy (IMRT).

Take advantage of the "Early Bird" discount by [registering for the conference](#) before September 30th.

**BREAST CANCER LEADERSHIP TRAINING**  
**October 16 at the Harrisburg Hilton**

These small-group workshops - "One Person Can Make a Difference" and "Put the Fun in Fundraising" - are for grassroots activists and grassroots fundraisers. Attendance at Leadership Training is limited and *by application only*. [Click to learn more and to download the application.](#)

**WITH A LITTLE HELP FROM OUR FRIENDS**



The PBCC Friends Like Me™ program sends care packages to



*amitakaly*  
JUDITH RIPKA TWO

Higashi Pearls invites you to "shop for the cure" with an exclusive preview of Judith Ripka's new jewelry collection. From August 16 through the 18, 10% of all purchases will benefit the PBCC. For more information, call Higashi Pearls at 717-303-0336.

**Menopause the Musical  
Cocktail Party  
August 18 at the Whitaker Center  
Sunoco Theater in Harrisburg**

Come see Menopause the Musical and enjoy a cocktail party at the Sunoco Theater. The performance begins at 8:00 pm. The cocktail party will be from 6:00 pm - 8:00 pm. Tickets to the cocktail party are \$40 and a portion of the proceeds benefits the PBCC. Ticket information is available at <http://www.higashipearls.com/> or by calling Higashi Pearls at 717-303-0336. Thank you Susan Fotos of Higashi Pearls for both of these efforts on our behalf!

**Fundraiser of the Month  
Johnson & Johnson/McNeil 2007  
Fresh Burst Race**

women newly-diagnosed with breast cancer. Packages include important information about treatment options and support, as well as personal gift items. We would like to thank the following friends who recently donated gifts for Friends Like Me™.

- AstraZeneca - 200 booklets
- AuthorHouse - 10 books
- Bosom Buddies, Inc. - 50 DVDs and 50 videos
- Da Capo Press - 5 books
- Leonore H. Dvorkin - 14 books
- Carrie K. Everstine - Avon items
- FSB Associates - 4 books
- Genentech, Inc. - 180 books
- The Healing Consciousness - 10 books
- The Milton S. Hershey Medical Center - 100 lunch bags, 100 manicure kits, 100 pink ribbon seed bookmarks
- Howard Books - 20 books
- Jones & Bartlett Publishers - 60 books
- Romaine Korzon - 50 individual Mary Kay gift bags
- Heidi Marble - 5 books
- Margaret's True Care - 250 pen/highlighters
- Pink Wings - 100 bandannas, 350 pink ribbon temporary tattoos
- Nadine A. Poorman - Mary Kay items
- Rodale, Inc. - 24 books
- Agnes B. White - Longaberger products and other items
- John Wiley and Sons, Inc. - 20 books
- WomenStories - 225 videos
- Young Survival Coalition - 15 DVDs

If you were diagnosed with breast cancer in the past six months, [you can request a Friends Like Me™ care package here.](#)

If you would like to donate items for the care packages, email Kim at [kim@pabreastcancer.org](mailto:kim@pabreastcancer.org).

**Rotary Scholarship for PBCC Intern**



Katie Creme, the PBCC's summer intern, has been awarded a \$23,000 grant by the Rotary Club. The Academic Year Ambassadorial Scholarship will support one year of study in England, Ireland or Australia. Katie will be pursuing an MA



The 13th annual Fresh Burst Race was run on July 14 in Lititz, PA, and raised over **\$13,000** for the PBCC! It was a beautiful day with 475 runners and walkers participating. Cheryl Harsh (pictured above left with the PBCC's Sarah Lightman), the race director, and the entire crew of volunteers did a spectacular job with t-shirts, participant tote bags, refreshments, and activities for children. Thank you!

Visit our [Grassroots Partners](#) page for more photos of this event and many others.



degree in American Studies or Women's Studies, with a focus on women's health.

Katie lives in Lancaster and will graduate from Dickinson College next spring. We are expecting great things from Katie! She is an asset to the PBCC and we are very proud of her accomplishment!

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### 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 6700 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.**

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