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Volume 4 Issue 11

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PRESIDENT'S CORNER

Pat Halpin-Murphy
President and Founder



**BREAST CANCER AWARENESS
LICENSE PLATE**



It is always so exciting to be driving along the turnpike and see one of our specialty license plates on the road! If you already have yours, you may have experienced that same thrill seeing the pink ribbon on the plate of the car ahead of you, or in the parking lot of the store where you shop. If you haven't ordered your breast cancer awareness license plate yet, why not make a New Year's resolution to proclaim your commitment to breast cancer awareness everywhere you drive? The \$32.50 cost includes a \$10 contribution to PBCC programs. [Order yours here](#) and I'll look forward to seeing you out and about with your pink ribbon plate!

Dear ,

FREE TREATMENT



THERE IS SOMETHING YOU CAN DO TO HELP!

Pennsylvania women with low to moderate income who are diagnosed with breast cancer or a pre-cancerous condition can get medical care, regardless of their insurance situation through the *free* treatment program. The PBCC was instrumental in getting this coverage, but we need *your* help to spread the word to all women.

Copy our [Free Treatment Program flyer](#) and share the information with your church or synagogue, women's groups, and medical facilities in your community.

The PBCC will conduct regional seminars across the state to increase awareness among hospitals, medical professionals and breast cancer advocates. Our first seminar was held in Philadelphia, and we will continue to travel the state to spread the word until we are confident that all women who qualify for the program have the information and access to free treatment.

PA BREAST CANCER COALITION ANNUAL CONFERENCE

St. Joseph's University
Think Pink Night



Join us for Think Pink Night on Saturday, February 9 at 2:00pm when the Saint Joseph's Hawks host Atlantic-10 Conference rival Duquesne at the Fieldhouse. Think Pink is an initiative started by the Women's Basketball Coaches Association to raise breast cancer awareness in women's basketball, on campuses and in communities. During the 2006-2007 season, more than 120 schools united for this effort and helped make the inaugural year of Think Pink a success.

[For more information, visit the web calendar listing.](#)

Free E-Greeting Cards

The PBCC offers free Christmas, Hanukkah, and New Year's e-cards, as well as greetings for birthdays and other occasions. You can even email the women in your life a reminder to get a yearly mammogram!

Events Calendar



PowerPoint

presentations of 14 exciting workshops from the October conference are now available for you to download. (If you do not have PowerPoint installed on your computer, don't fear! The presentations are also available as PDFs.) A wide range of topics is covered, including "Advances in Radiation Therapy for Breast Cancer," "Breast Cancer in Young Women," and "Free Treatment: Breast and Cervical Cancer Treatment Program." These presentations allow you to "visit" the workshops you missed, and review those you attended. You will want to mark your calendar ***now*** for ***the next conference which will be in Harrisburg on October 8, 2008!***

The PBCC is extremely grateful to the 2007 Conference Fundraising Committee members Jonathan Newman, Chairman, Leslie Anne Miller, Esq., and Carol Rabe Palmer for their commitment to the success of the conference.

(Above: Scott H. Herbert, MD, from the Rosenfeld Cancer Center at Abington Memorial Hospital presents a workshop on radiation at the 2007 PA Breast Cancer Coalition Annual Conference)

HOLIDAY SHOPPING



Need some ideas for someone on your list? Why fight the traffic and crowds? Order CDs, shirts, umbrellas, and other gifts at the **PBCC Marketplace** by December 18th to guarantee delivery by Christmas. The purchase of any item on our website marketplace benefits the PBCC, so you can shop for everyone on your list while supporting our programs.

Imagine stuffing a Christmas stocking with the winning raffle ticket for a new 2008 Harley-Davidson Heritage Softail! Tickets are only \$10 each and proceeds benefit the PBCC. The drawing will be



December 21
Methacton High School Girls'
Basketball Fundraiser
 Norristown

Come watch the Methacton High School girls' basketball game and help raise money for the PBCC! See details on our events page.

January 11
Upper Merion Area High School
Girls' Basketball Fundraiser
 King of Prussia

Come watch the Upper Merion Area High School girls' basketball game and help raise money for the PBCC! See details on our events page.

February 9
Saint Joseph's University Think
Pink Night
 Philadelphia

Cheer on the Saint Joe's Women's Basketball team and help support the PBCC! See details above and on our events page.

We here at the PBCC are in what we jokingly call our "slow time". Breast Cancer Awareness month is over, our annual conference is done, and the phone rings a little less frequently. So we have only a few events to list this month! Why don't you change that? Hold a Casual Day at your work to benefit us, sell pink ribbons to your church or synagogue members to spread awareness, donate a portion of the sales of items in your store to the PBCC. Contact Sarah Lightman for more ideas or to get started!

[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 or (800)*

held in June, just in time to rev up for a ride! [Click here](#) for more information or call Tricia Grove at 800-377-8828 x 105 to purchase tickets.

Also, if you plan on doing any shopping this holiday season at Amazon.com, please connect to Amazon through the PBCC website. The PBCC receives income from any purchase that starts at [the reading list](#) on our website. Just click on any book to be taken to the Amazon site. From there, make your purchases as you normally would and the PBCC benefits!

[67 WOMEN, 67 COUNTIES: FACING BREAST](#)
[CANCER IN PENNSYLVANIA™](#)

The PBCC's traveling photo exhibit will be on display at the Penn State University Bryce Jordan Center beginning February 10. A reception to kick off the display will



be held in the South Gym immediately following the Lady Lions Think Pink game. Tickets for the Lady Lions game against Iowa will be provided free to breast cancer survivors and 5 immediate family members. Additional tickets are \$5 each with a \$1 donation going towards the Penn State University's Think Pink Fund. As always, the exhibit and reception are free and open to the public. To purchase tickets to the game or to RSVP for the exhibit reception, call Justin Weyman at 814-863-6757 or email countusin@athletics.psu.edu.

The PBCC is looking for sites in northeast, northwest and south central PA to host our traveling photo exhibit "[67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania™](#)". Additional information and space requirements can be found [here](#). If you are interested in hosting this touching display, please contact Jen Fetich at jennifer@pabreastcancer.org or 800-377-8828 x 101.

PBCC STAFF ATTENDS CONFERENCE FOR NON-PROFITS



In November, PBCC staff members Heather Hibshman and Kim Eubanks attended

377-8828 x 107.

Do You Know Someone Who Needs Support?



Many breast cancer survivors have found strength and courage in support groups, as well as forming lasting friendships. You can find detailed information about [support groups](#) in your community on our website.

Attention support group facilitators: If your meeting is not listed here, or is incorrect, please contact Kim Eubanks at kim@pabreastcancer.org to have your group added or updated!

Note: Though the PBCC tries very hard to update group information, we cannot guarantee the accuracy of all listings. We recommend you call the facilitator to confirm group details before your first meeting.

**FUNDRAISER OF THE MONTH
Viriva Community Credit Union
Bake Sale and Casual Day**



This October, for the second year in a row, Viriva Community Credit Union in

the Blackbaud Conference for Non-Profits in Charleston, South Carolina. This 3-day conference is held each year and draws 800 non-profit professionals from all across the United States and beyond. Blackbaud is the company that makes and maintains the software the PBCC uses to manage our database, acknowledge donations, pay invoices, and coordinate all our mailings.

Some of the workshops Heather and Kim attended include: "Capturing Baby Boomer Philanthropy", "The Dos and Don'ts of Nonprofit Website Marketing", and "Ethics in Fundraising". Many great ideas and suggestions were brought back to the office and some are in the process of being implemented right now!

(Above: Heather and Kim with Jim Bush, a Blackbaud employee, conference presenter, and all-around fun guy!)

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Call today at (717) 431-0522 to set up a one-to-one, face-to-face appointment or stop by my office so we can plan to begin making your dreams realities.



Ted Williams, CFP[®], MBA
Senior Financial Advisor
Business Financial Advisor
30 East Roseville Road
Suite E
Lancaster, PA 17601
(717)431-0522 x 101
Fax: (717)431-0615
theodore.p.williams@ampl.com



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YOUR AD COULD GO HERE!

How would you like to see your ad, logo or message

Philadelphia sold baked goods to help raise money for the PA Breast Cancer Coalition. Their members, as well as their employees, were very supportive of the fundraiser.

The company also allowed their employees to wear jeans and pink shirts for a donation of \$5.00. They were able to raise a total of \$391.50. Thank you so much to all the employees and members of Viriva Community Credit Union!

Visit our [Grassroots Partners](#) page for more photos of recent events.



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.

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Credits

Editor and Producer: Kim Eubanks
Head Writer: Dolores Magro

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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 | www.pabreastcancer.org

