



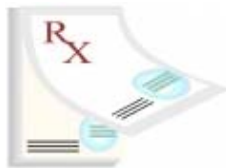
Volume 4 Issue 2

February 2007

President's Corner
 Pat Halpin-Murphy
 President and Founder



PRESCRIPTION FOR PENNSYLVANIA



Governor Rendell has announced his "Prescription for Pennsylvania", to provide affordable quality health care for uninsured Pennsylvanians.

Governor Rendell's proposal calls for the creation of Cover All Pennsylvanians (CAP), a program offering affordable basic health coverage to small businesses and the uninsured through the private insurance market.

If approved, all uninsured Pennsylvanians - no matter the size of their employer - will be able to purchase affordable health insurance through CAP. Every uninsured adult who earns more than 300 percent of the federal poverty level can participate in CAP by paying the full cost of the premium, which will be approximately \$280 per month.

Many women have great difficulty getting individual insurance after being diagnosed with

Dear ,

REFUNDS FOR RESEARCH
Income Tax Check-Off



(Penn State Hershey Medical Center researchers Andrea Manni, MD; Craig Meyers, PhD; Gail L. Matters, PhD; Pat Halpin-Murphy, PBCC President and Founder; Michael Verderame, PhD; and Jong Yun, PhD)

The PBCC's Income Tax Check-Off allows Pennsylvanians to donate their *state* income tax refund to breast and cervical cancer research! Check line 35 on your PA40 form and join tens of thousands of others who have donated almost \$2 million, **every penny of which goes directly to researchers.**

At a recent Income Tax Check-Off press event held at Hershey Medical Center, Pat Halpin-Murphy congratulated ; researchers at Penn State University College of Medicine, who were selected for grants to further their outstanding work.

Other researchers selected are working at Thomas Jefferson University and Geisinger Clinic. Watch for more details in future issues of Pink Link™!

Please remember to check line 35 on your PA40 form for breast and cervical cancer research!

BREAST CANCER IN MEN

breast cancer because some insurers charge much, much more to anyone with a history of breast cancer. This practice would stop under the Governor's plan.

Will You Help Support The PBCC?



The PBCC always needs your help to continue our programs that support and serve breast cancer survivors and their families in Pennsylvania. Please [click to make your secure online donation](#) today or mail a check or money order to:
 PA Breast Cancer Coalition
 287 Duke Street
 Ephrata, PA 17522

Thank you!

Events Calendar



**February 15 - March 15
 Prime Outlets Grove City Wishing Well
 Grove City**

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.

**February 25
 Kick Up Your Heels For A Cure
 Grantville**

Break out your cowboy hats and head to Grantville to dance and raise money for the PBCC! There will be food, fun, a live band, a silent auction, and a line dance instructor on hand. Tickets are \$20 in advance; \$30 at the door. See full details on our events page and in article at right.

Remind the Men in Your Life to Practice Regular Breast Self-Exams!

Slightly less than 1% of all cases of breast cancers are in men. But according to a recent study at the University of California Irvine, these men are at a high risk of a second tumor after their breast cancer diagnosis.



Research indicates that these other cancers may be due to a high incidence of the breast cancer-related gene BRCA2 in the men who participated in the study, the largest conducted to date on the subject. Close relatives of men who have had breast cancer should take advantage of early detection through screening mammograms.

A TOAST TO THE FOX RUN STATE STORE!



Every October, the PBCC floods the state with donation boxes, placing two or three in every Wine and Spirits Store in PA! In 2006, the store that sent the largest donation was the Fox Run State Store #4510 in East Stroudsburg. Their customers gave a total of \$163.13!

Way to go!

Monroe County volunteer, Mary Jo Joyce (left), and Monroe County Captain, Honi Grasing (right), recently visited the winning store to deliver a personal thank you from the PBCC to Frank Haffner, General Manager (center).

Be A Driving Force Against Breast Cancer

There are almost 2000 Pennsylvanians proudly displaying the PBCC breast cancer awareness license plate - the only one of its kind in the state. Everyone at the PBCC has reported driving behind a car with the specialty plate on our travels, and it is very exciting to see!



Learn more about how to proclaim your commitment to breast cancer awareness with the pink ribbon license plate, and [order](#)

**March 3
"Live Like You Were Dying" Benefit Dance Show
State College**

Join a host of talented performers for an evening of dance! High school student John Daulby once again takes center stage in planning this benefit show. Tickets are \$10 with proceeds benefiting the PBCC. See full details on our events page.

[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 or (800) 377-8828 x 106.*

Has Your Email or Mailing Address Changed?

When your mailing address or email address changes, simply click this [link](#) or click on "manage your preferences" at the bottom of Pink Link™ and update your information.

Fundraiser of the Month



Heather Hibshman, PBCC Executive Director, with Ryan Larkin, event organizer

On January 16, the Upper Merion Area High School girls' basketball team held a breast cancer awareness night to benefit the PBCC. Funds were raised by selling tee shirts before the game,

[yours here.](#)

**YEE-HAA!
SECOND ANNUAL KICK UP YOUR HEELS FOR A CURE**

**Holiday Inn-Grantville Winner's Circle Saloon
February 25, 1:00 - 7:00 pm**

You don't have to wear cowboy hats and boots to this event which benefits the PBCC, but if you do, you'll feel right at home! Come out and enjoy a day of live music, food and line dancing. A line dance instructor will be on hand, so don't be shy! Tickets are \$20 in advance; \$30 at the door.



Contact Sondra Ott at sondra1960@gmail.com or Linda Garman at (717) 249-7563 for more information.

Above: abc27's Alicia Richards and Heather Hibshman, PBCC Executive Director, at last year's event

NEW! [PBCC MARKETPLACE REVIEWS](#)



Have you recently purchased something from the PBCC's marketplace and it was even better than you expected? If so, with the PBCC's new marketplace, you can now tell the world what you think about our marketplace items!

Simply visit the [marketplace](#), click on a specific item, then click "Write a review on this product" at the lower right of your screen. Your reviews will assist potential buyers and will also help the PBCC when making future marketplace decisions!

Make your opinion heard!

A Reminder from Molly Ivins

Molly Ivins, whose syndicated column appeared in over 300 newspapers, lost her long battle with breast cancer on January 31st at the age of 62. Ivins was the political columnist for the *Fort Worth Star Telegram* for nine years until 2001. She wrote for *Time* magazine and *The New York Times* and wrote six books, four of them best-sellers.

collecting donations at the door, passing buckets during halftime, and charging a small fee to participate in a 3 point shoot out. Also, all proceeds from the concession stand that night were donated to us!

The school has raised \$5319 and counting for the PBCC...and are looking to score big in the spring at their girls' soccer fundraiser on April 27. Good job, Upper Merion Area High School! Way to show your school spirit and support breast cancer awareness at the same time!

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



When she was diagnosed with breast cancer in December 1999, she wrote, "I don't need get-well cards, but I would like the beloved women readers to do something for me: Go. Get. The. Damn. Mammogram."

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 today to place your ad! Ad size and placement may vary from issue to issue.

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Credits

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