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Volume 6 Issue 2

February 2009

PRESIDENT'S CORNER

Pat Halpin-Murphy
President and Founder



Check Yes for Breast and Cervical Cancer Research

Last month I wrote, 'there *is* something you can do' in the fight against breast cancer by donating all or part of your state income tax refund to the [PBCC's Income Tax Check-Off for Breast Cancer Research](#). This month, we kicked-off the **PBCC's Income Tax Check-Off** campaign with an event at Philadelphia City Hall to celebrate the over \$2 million donated by PA taxpayers for life-saving breast cancer research and to congratulate the researchers selected to receive grants in 2009. Every penny donated goes directly to PA researchers.

We were joined by **Councilwoman Blondell Reynolds Brown**, and the two Philadelphia area grant recipients, **Dr. Susan Domchek** and **Dr. Hallgeir Rui**, who each received \$50,000 research grants. It was an

Dear ,

CONGRATULATIONS TO THE 2009 INCOME TAX CHECK-OFF GRANT RECIPIENTS



The PBCC awarded three grants to PA researchers through the [Income Tax Check-Off for Breast and Cervical Cancer Research](#) for their outstanding efforts to help *find a cure for breast cancer now...so our daughters won't have to*©.

The 2009 grant recipients are:

- **Susan Domchek, MD**
The Abramson Cancer Center of the University of Pennsylvania
- **Hallgeir Rui, MD, PhD**
Kimmel Cancer Center of Thomas Jefferson University
- **Judith Weisz, MB, BChir**
Penn State Milton S. Hershey Medical Center

[Click here to hear from Dr. Hallgeir Rui](#) about his plans

inspiring way to begin this year's campaign, and I hope that you will join us in continuing to spread the word to "check yes" for breast and cervical cancer research on Line 35 of your PA-40 Income Tax form.

[For more information about the Income Tax Check-Off please click here.](#)

Thanks to All our Volunteers!



Volunteers worked tirelessly for the PBCC in 2008. 505 volunteers put in nearly 2,000 hours doing everything from staffing an information table to speaking at a local event. The PBCC would like to thank all of our volunteers for donating their time and talents so we can *find a cure now...so our daughters won't have to*©.

[If you would like to become a PBCC volunteer, click here.](#)

Events Calendar



February 21

to use this \$50,000 grant for research in "Control of Stat5 Activity in Breast Cancer".

A BIG THANKS TO THE PHILADELPHIA INQUIRER!



The PBCC would like to extend our deepest gratitude to **Ed Mahlman** and the Philadelphia Inquirer for their generous donation of a complimentary ad for the [PBCC's Income Tax Check-Off](#) campaign.

Thanks to the Inquirer's ongoing support, the PBCC is able to increase

awareness of this important program to the over 300,000 readers of the Philadelphia Inquirer.

Would you ask *your* local newspaper to donate a complimentary ad? [Click here to see a sample ad, press release, payroll stuffer and other media items.](#)

KNOCK ONE OUT OF THE PARK FOR THE PBCC



The PBCC and the PA Association of Community Bankers have teamed up once again for the [2009 Home Run Derby](#) events.

With Spring Training in full swing, it's the perfect time to join in the fun by signing up

your team of 4 to play in this year's Home Run Derby. Events will be held in Allentown, Altoona, Erie, Harrisburg,

WBCA Pink Zone at Saint Joseph's Philadelphia

Cheer the Saint Joseph's women's basketball team as they play Charlotte at 3pm and visit the PBCC's info table. Enter to win a pink, autographed basketball.

**February 28
Help Dodge Breast Cancer Dodgeball Tournament
New Oxford**

Relive your childhood! Play some dodgeball and help the PBCC. Or just come watch the fun.

**March 1
Country Dancing for a Cure
Grantville**

Break out your cowboy boots and head to this event featuring country line dancing lessons, live music, silent auctions, and refreshments.

**March 1
PBCC Day at Saint Joseph's Philadelphia**

The SJU Hawks men's basketball team plays St. Bonaventure at 2pm at The Palestra on the UPenn campus. Tickets cost \$30 each, \$15 of which will be donated to the PBCC.

**March 3, 10:30 am
2009 Income Tax Check-Off Kick-Off Event
Harrisburg**

Join us as we kick off the [Income Tax Check-Off for Breast and Cervical Cancer](#) in the Main Capitol Rotunda. Congratulate Dr. Judith Weisz who has been selected to receive a grant in 2009. RSVP to Jen Fetich at 800-377-8828 x 101 or jennifer@pabreastcancer.org.

**March 12 - 23
67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania Photo Exhibit**

Coudersport, Potter County
The PBCC brings its traveling photo exhibit to Potter County. The exhibit at Charles Cole Memorial Hospital opens with a reception on Thursday, March 12 at 6 pm.

[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 x 107.*

Need a Helping Hand?



Lancaster, Reading, State College, Washington, Wilkes-Barre/Scranton, Williamsport and York. [Click to see the 2009 schedule.](#)

Not quite ready to dust off the old batting helmet? No problem. Opportunities to sponsor, volunteer or attend are also available!

Visit the [Home Run Derby site](#) for more information and to sign up!

WIGS AVAILABLE FOR WOMEN UNDERGOING CHEMOTHERAPY



Breast cancer patients in western PA who are experiencing

hair loss from chemotherapy and cannot afford wigs can contact Hair Peace Charities at 412-327-5177 or visit www.hairpeace.org. Hair Peace offers help for women living within telephone area codes 412 and 724, providing \$100 directly to the wig shop or salon.

CHEERS TO THE PA LIQUOR CONTROL BOARD FOR ANOTHER SUCCESSFUL CAMPAIGN



PBCC staffer, **Dolores Magro**, congratulates the winning Wine and Spirits store located in Philadelphia. This store raised nearly \$400 for

the PBCC by placing donation boxes beside their cash registers in October. **Yvonne Debnan**, store manager, credited former employee **Cynthia Wallace** for their success in collecting so many donations. Cynthia mentioned the PBCC and pointed out the collection box to each customer.

The PBCC would once again like to thank all of the stores and the PA Liquor Control Board for raising \$17,500 and much-needed awareness throughout the state!

Above L to R: LeChelle Lisby, Dolores Magro and Yvonne Debnan with a

Sign up for a free, personalized website on www.caringbridge.org. Use Caring Bridge to let your friends and family know about your day-to-day experiences after diagnosis and connect with other survivors. It's a great way to keep everyone updated!

We Want You to *Paint PA Pink*



Join the PBCC as we continue our quest to Paint Pennsylvania Pink. Visit our [online donation page](#) and help us to turn the map pink. Every dollar makes a difference, so pick your favorite PA county and get painting!



PBCC donation box.

PBCC ANNUAL CONFERENCE
October 14, 2009
Call for Workshop Recommendations

Are you knowledgeable about a topic relating to breast cancer? Do you enjoy speaking in front of eager learners? If you have a topic you would like to present at the PBCC's 2009 conference, we would like to hear from you! Previous workshop topics and submission details can be found [here](#). Submit your proposal to [Jen Fetich](#) by March 27, 2009. Slots are limited and we cannot guarantee that all proposals will be used as workshops.

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 7700 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

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