


If you're having trouble viewing this email, you may [see it online](#).

 [send this to a friend](#)



Volume 4 Issue 1

January 2007

President's Corner
 Pat Halpin-Murphy
 President and Founder



**US Breast Cancer Rates Declined
 7.2% in 2003**



After decades of steady increases, breast cancer rates in the US dropped dramatically in 2003, and experts believe it is because many women stopped using hormone replacement therapy. Within months after a July 2002 federal study linked menopause hormones to an increased risk of breast cancer, millions of women stopped taking estrogen and progestin. The 7.2% decrease equals 14,000 fewer breast

Dear ,

FRIENDS LIKE ME™ CARE PACKAGES
You Are NOT Alone!



In 2006, the PBCC shipped 534 Friends Like Me™ care packages to Pennsylvania women newly-diagnosed with breast cancer. The packages are filled with informational brochures, books, and donated cosmetics and gift items, and are provided at **absolutely no cost** to the woman.

Recently, we surveyed package recipients. One of our questions was "What did receiving the Friends Like Me™ care package mean to you?" An **overwhelming** majority of respondents told us that it was reassuring to know they were not alone. Gerry of Prospect, PA wrote *"Being told I had breast cancer was terrifying. But when I saw how many people were there to reach out to me in my hour of need, it was awesome. The care package put a smile on my face and everything in it was useful."* Raemarie from Erie said, *"It provided me with information I wasn't aware of. It also showed me I am definitely not alone in this."*

Help us to show these women that they indeed are not alone! Your donation to the PBCC allows us to continue sending Friends Like Me™ care packages. Product donations of cosmetics, books and other gift items are also greatly appreciated. Some recent donors include:

- Acts of Kindness/Carma Design for inspirational "Notes to Self" stickers
- Aesthetic Cosmetic and Laser Center for 10 gift certificates for a free facial

cancer diagnoses than expected for that year. Cases declined the most in women 50 and older...the age group most affected by hormone use.

The latest numbers are just one piece of the breast cancer puzzle. Researchers are looking at other changes during the time period that could help explain the overall drop in breast cancer, and watching to see if the decline in rates will continue.

The declining breast cancer statistics were reported at the December 14 San Antonio Breast Cancer Symposium. Cancer statistics for 2004 are due to be reported this April.

Source: CNN.com

Evelyn Lauder Comes to Pennsylvania



Bonnie Squires (above left), PBCC Vice President for Development, with Evelyn Lauder, Senior Corporate Vice President of the Estée Lauder Companies.

Ms. Lauder was at a book-signing event in Philadelphia to promote her new healthy-eating cookbook "In Great Taste: Fresh, Simple Recipes for Eating and Living Well." Ms. Lauder is founder of the Breast Cancer Research Foundation and recipient of the PBCC's Pink Ribbon Award at our 2000 conference.

[Events Calendar](#)

- Aviana, Inc. for 200 4-oz. spray bottles of Signature Blend Lotion
- Cook Communications Ministries/Cancer Treatment Centers of America for 200 copies of "A Reason for Hope"
- HarperCollins Publishers for 20 copies of "When A Parent Has Cancer"
- Principle Pictures for 10 copies of "Breast Cancer Legacy" DVD

Contact Kim Eubanks at kim@pabreastcancer.org to donate to this program. To request a Friends Like Me™ care package for a newly-diagnosed woman living in PA, [click here](#).

[INCOME TAX TIME](#)

Thanks to the PBCC, Pennsylvanians can earmark their *state* income tax refund for breast and cervical cancer research! Since the [Income Tax Check-Off](#) legislation passed in 1997, Pennsylvanians have contributed nearly \$2 million to research. **One hundred percent of the money is distributed as grants to outstanding researchers throughout the state.**



Simply check line 35 on your PA 40 form to **Make Your Mark**® for breast and cervical cancer research. For more information, talk with your tax advisor.

We invite you to join with medical and community leaders at Hershey Medical Center to kick-off the PBCC's Income Tax Check-Off and to honor this year's eight research grant recipients. Please join us at 2pm at the Hershey Medical Center. Park in the South Parking Garage and come to the South Lobby. Guests will be greeted and escorted to the press conference. The Medical Center campus is currently under construction. Attendees should allow extra time to get to the event due to construction and road changes on campus. You can find further details on our [website event calendar](#).

To RSVP, please call 1-800-377-8828 x 101.

[DIDN'T GET THE 2007 WALL CALENDAR YOU WISHED FOR?](#)

[Buy 1, Get 1 Free with our Special Offer](#)



The 2007 PBCC calendar is bright, cheerful and



**January 15 - February 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 October 1, 2006 and September 30, 2007 will be donated to the PBCC! See full details on our events page.

**January 30
Income Tax Check-Off
Press Conference
Hershey**

Please join us to kick off the Income Tax Check-Off for Breast and Cervical Cancer! The event will be held at Hershey Medical Center at 2:00 pm. Almost \$2 million has been raised for PA-based cancer researchers since the check-off was signed into law in 1997. Check line 35 on your PA 40 tax form! See full details on our events page.

**February 4
Lady Lions Basketball
Think Pink Day
State College**

Help us fill the Bryce Jordan Center with 16,000 fans dressed in pink! Multiple fundraisers will benefit the PBCC at the Lady Lions Basketball Think Pink Day. Survivors and their families can attend for free but you must call for tickets. Others can purchase tickets for \$5 each. 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*

affordable!
Regularly priced at \$10 each, now you can buy one; get one free! It's simple. For each calendar you order online, we will add another - **FREE!** Get one for yourself and one to give away, and since the proceeds benefit the PBCC, it's a gift for us too.

Calendars are great for those January birthdays on your list! Check out our new and improved [marketplace!](#)

CALLING ALL STATE COLLEGE SURVIVORS

Are you a breast cancer survivor in the State College area? If so we want to see *you* at the Lady Lion Basketball



Think Pink Day on Sunday, February 4th at the Bryce Jordan Center! See our event listing at left or our [website event calendar](#) for details.

NEW! GRASSROOTS PARTNERS ON PBCC WEBSITE

Grassroots Partners all around the state help to make it possible for the PBCC to continue our programs. These dedicated volunteers use their time, talent and resources in incredibly innovative ways to fund our efforts. They celebrate life, create awareness, generate enthusiasm and provide much-needed income. [Visit our new web page recognizing our wonderful Grassroots Partners!](#) We'd love to see **you** featured



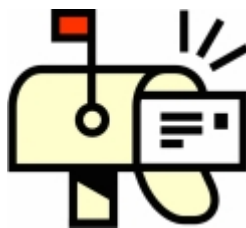
x 106.

Don't Miss a Single Issue!



Did you know that you can view previous Pink Link™ issues on our website? Simply [click here](#) to download pdf versions of previous issues. Enjoy!

Do You Have A New Address?



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.

there soon! Check back often - new events will be added frequently!

Above: Sonia Vrooman makes a new friend at Kitchen Kettle Village's Pink Fashion Show

EMAIL ADDRESS CONTEST



The PBCC's email address contest continues until February 28th. Send five or more email addresses of people we can invite to receive Pink Link™ and **we will enter you into a drawing for a fabulous prize.** Just send email addresses of friends who are interested in breast cancer issues to kim@pabreastcancer.org and we will invite them to sign up for Pink Link™. Remember to include your name and mailing address for possible prize notification.

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.

Subscription Information

If you received this issue of Pink Link™ directly, you are already a subscriber. [If Pink Link™ was forwarded to you by a friend, you can subscribe here.](#)


If you would like to unsubscribe from Pink Link™, click the "Unsubscribe" link at the very bottom of this email.

Credits

Editor and Producer: Kim Eubanks
Head Writer: Dolores Magro

Copyright © 2007, Pennsylvania Breast Cancer Coalition
All rights reserved.

Please feel free to pass Pink Link™ along to your friends. However, we ask that you keep the Pink Link attribution, subscription, and copyright information intact.

 <p>PA BREAST CANCER COALITION Finding a cure now... so our daughters won't have to. ©</p>	<p>Advertisements contained throughout this publication do not imply endorsement by the PBCC of featured products or services.</p>
---	--

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

