

 [send this to a friend](#)



Volume 4 Issue 7

July 2007

**President's Corner**  
Pat Halpin-Murphy  
President and Founder



**Are You A Researcher Looking for Funding?  
Breast Cancer Research Grants Available!**



Over \$2 million has been raised for breast and cervical cancer research thanks to the PBCC's Income Tax Check-Off available on state income tax forms.

Using line 35 on the form, Pennsylvanians can donate all or part of their refund to breast and cervical cancer research. This has become the most popular refund option in the state. Every penny goes directly to researchers in Pennsylvania.

Andrea Mastro, PhD, Penn State University researcher and grant recipient says, "*The Income Tax Check-*

Dear ,

**FRIENDS LIKE ME™ SURVIVOR PACKAGES**  
**What A Response! They're Gone!**



Last month's issue of Pink Link™ announced the PBCC's Friends Like Me™ Survivor Packages, designed to meet the needs of women who have moved *beyond* diagnosis, treatment and recovery from cancer and on to survivorship. These special care packages for survivors were made possible by a grant from the Lance Armstrong Foundation, which seeks to inspire and empower people affected by cancer. A limited number of packages were available and the demand was incredible! *Every one* of the 350 packages has been distributed to breast cancer survivors across the state.

The PBCC is thrilled to have provided these packages, and salutes the Lance Armstrong Foundation for recognizing the importance of support for survivors.

[Click here](#) to see some fun photos of the entire process - from putting the packages together, to shipping them out!

**SENATOR ROBERT M. TOMLINSON INTRODUCES BILL TO EXPAND SCOPE OF INCOME TAX CHECK-OFF**

*Off Grant plays a major role in getting a pilot project off of the ground. With the data I collected, I was able to apply for and received a much larger grant from a national agency. The research is still progressing thanks to a start from the Income Tax Check-Off Grant."*

Grants are \$50,000 each and the deadline to apply is August 8, 2007. [Click here](#) for the full application and details about how to apply.

### Thank You For Your Support

In May, a special edition of Pink Link™ called for breast cancer advocates to help save the P-4 breast cancer prevention trial. P-4 STELLAR (Study to Evaluate Letrozole and Raloxifene) is a clinical trial that was being conducted by the NSABP (National Surgical Adjuvant Breast and Bowel Project). The NSABP has led the world in breast cancer research for high-risk women. Letrozole has the potential to prevent the incidence of breast cancer by up to 70 percent in high-risk women, which could greatly enhance current options for these women. Despite all the efforts of breast cancer advocacy groups, we are disappointed to report that the National Cancer Institute has decided *not* to fund the P-4 trial.

### Events Calendar



**July 15 - August 15**  
**Prime Outlets Grove City Wishing Well**  
**Grove City**

When shopping at Prime Outlets Grove City, toss your change in the wishing

The PBCC's [Income Tax Check-Off](#) allows Pennsylvanians to donate all or part of their state income tax refund to breast cancer research. Over \$2 million has been raised so far, and every penny goes directly to researchers right here in Pennsylvania.

Now, Senator Tomlinson of Bucks County has introduced legislation which will create a donation option for those taxpayers who are not receiving a refund. At the time of filing state taxes, Pennsylvanians will be able to make a donation to breast cancer research. Thank you, Senator!

Breast cancer advocates should call their Senators and urge them to support Senate Bill 90! [Click here for a list of Senators and their contact information.](#) The PBCC is very grateful to Senator Tomlinson for taking this initiative which will create another way to get much-needed dollars into breast cancer research.

### [PBCC ANNUAL CONFERENCE](#) **October 17 at the Harrisburg Hilton**



This conference is for breast cancer survivors, medical professionals, community and corporate leaders, legislators and advocates. [Register online today](#) to qualify for the "Early Bird" registration discount!

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

These small-group workshops 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.](#)

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.

**August 9 -19**  
**[67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania Photo Exhibit](#)**  
**Indiana**

The PBCC brings its traveling photo exhibit to Indiana County. Exhibit will be hosted by the Indiana Regional Medical Center and on display at the Indiana Mall. The exhibit opens with a **free** reception on August 9. To RSVP call 1-800-377-8828 x 303. Visit our events page for more details.

**August 9 - 11**  
**Longaberger Homestead and Dresden, Ohio Bus Tour**

The ultimate experience for a Longaberger basket collector! Bus trip will include tours of the Longaberger Homestead, Company Store and Manufacturing Campus, 2 nights at the Holiday Inn Zanesville, multiple meals and the 2007 Horizon of Hope basket. **Fun raffles and events on the bus will benefit the PBCC.** Cost from \$285. Contact Agnes White at 215-444-0442 or [abrwhite1@aol.com](mailto:abrwhite1@aol.com) to reserve your space!

[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.*

**Men Against Breast Cancer Conference**  
**Baltimore, Maryland**

**SPOTLIGHT ON CONFERENCE WORKSHOPS**  
**Grand Rounds for Physicians and Medical Professionals**  
**October 17 at the Harrisburg Hilton**

**LARRY NORTON, MD**, nationally renowned breast cancer expert, will present "Grand Rounds for Physicians and Medical Professionals: Breast Cancer as a Model of Curable Malignancy". Dr. Norton is Deputy Physician-in-Chief for Breast Cancer Programs at Memorial Sloan-Kettering Cancer Center in New York City and the recipient of the PBCC's 2007 Potamkin Prize, which is presented to an outstanding leader in the breast cancer community.



**PENN STATE LADY LIONS "THINK PINK DAY" RECEIVES AWARD**

The first annual Lady Lions "Think Pink Day", presented by the Barash Group, was selected as the Best Women's Basketball Promotion in the Big Ten this season. The event raised much-needed funds for the PBCC, and saw more than 8800 pink-clad fans cheer the Lady Lions on to a 70-61 win over the Wisconsin Badgers on February 4, 2007. Kudos to the Lady Lions for this fantastic recognition!



**VISIT THE PBCC INFO TABLE AT THE LIVESTRONG CHALLENGE**  
**August 25-26**



The LiveStrong Challenge is the Lance Armstrong Foundation's signature

**August 24-26**



Men Against Breast Cancer, a non-profit organization dedicated to educating and empowering men to be effective caregivers and how to best support loved ones with breast cancer, is holding a 2-day conference. Information is at [www.menagainstbreastcancer.org](http://www.menagainstbreastcancer.org).

**Photos of the Month  
Lancaster Chamber Office  
Olympics**



The PBCC recently attended the Lancaster Chamber of Commerce & Industry's Annual Picnic, held on the grounds of the historic Landis Valley Farm Museum. Part of the fun was an "Office Olympics" competition. Never one to shy away from a competition, the PBCC entered a team of four, which we decided to call \*NPync, our version of the boy band \*NSync. We competed against 19 other teams and we won! The prize was \$1000, 8 tickets to Hershey Park, and a traveling trophy. What fun! Thanks, Lancaster Chamber!

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

fundraising event. The 2007 Challenge is in Philadelphia on August 25-26 at Montgomery County Community College in Blue Bell and includes walks, runs and rides. Saturday's events are from 10 am to 6 pm, and Sunday's events start at 7:30 am. Be sure to come out and visit the PBCC's information table! We look forward to seeing you there.

For more information, visit <http://www.livestrongchallenge.org/> or the [PBCC events calendar](#).

**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.**

**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.

**Privacy Policy**

The PBCC will NEVER sell or give your personal information to a third party. [Click to read our privacy policy in its entirety.](#)

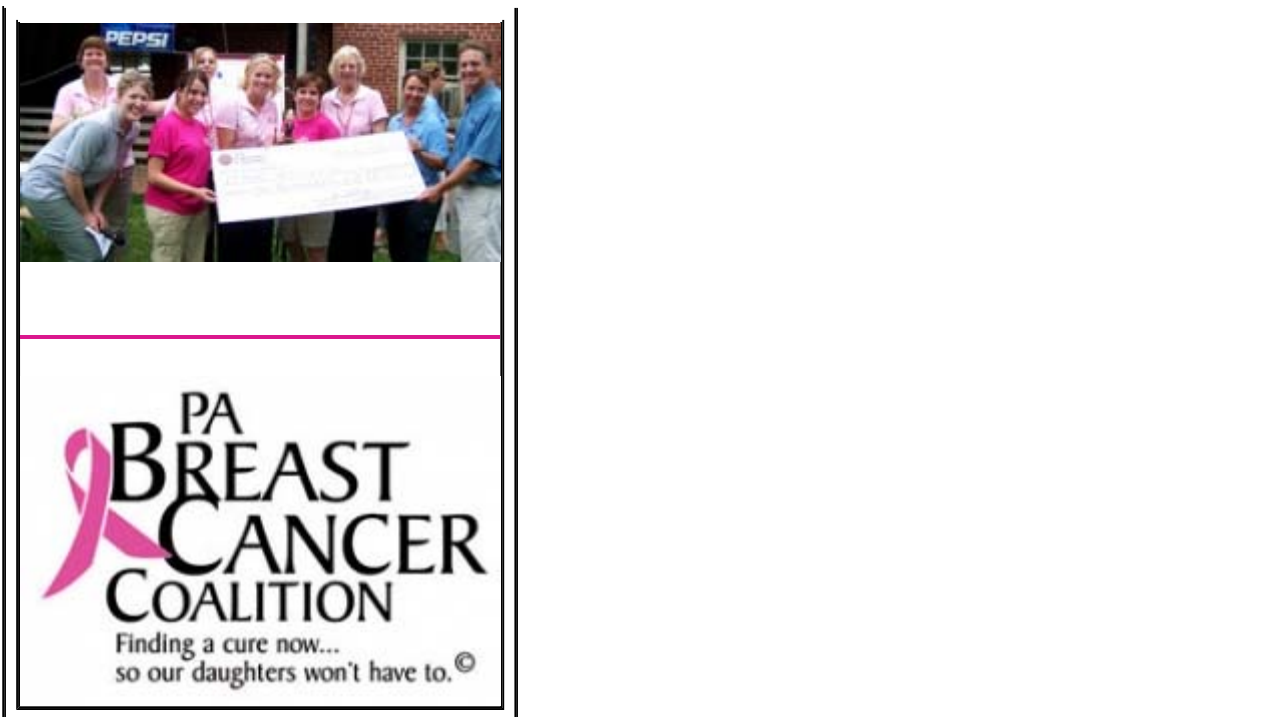
**Credits**

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.

Advertisements contained throughout this publication do not imply endorsement by the PBCC of featured products or services.



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](mailto:kim@pabreastcancer.org) | [www.pabreastcancer.org](http://www.pabreastcancer.org)

