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June 2009

**PRESIDENT'S CORNER**

Pat Halpin-Murphy  
President and Founder



**Be A Driving Force in PA  
This Summer**



I know that you are a driving force for breast cancer awareness and advocacy already just by receiving this email, but did you know that there are other ways that you can get involved?

Over 2,000 people are currently driving throughout Pennsylvania creating awareness wherever they go just by putting our pink ribbon license plate on the back of their car - and we'd love for you to join them!

Dear ,



**BATTER UP!  
Join the PBCC  
and PA  
Association of  
Community  
Bankers for the  
2nd Annual  
Home Run  
Derby**

We're just weeks away from the [2009 Take a](#)

[Swing Against Breast Cancer Home Run Derby](#) events! The PBCC and the PA Association of Community Bankers (PACB) will be kicking off the month with an event in the Main Capitol Rotunda in Harrisburg on June 23 at 10 am. Grab your baseball bat, your friends, and your coworkers and join us as we officially declare July "Take a Swing Against Breast Cancer Month" in Pennsylvania!

Scheduled to speak at this event are **Pat Halpin-Murphy**, President and Founder, PBCC; **Frank A. Pinto**, President and CEO, PACB; **Ted Williams**, Ameriprise, Statewide Sponsor; **Dominic DiFrancesco**, Dauphin County Commissioner; and **Representative Rick Taylor**, Statewide Sponsor.

[Click here to see Harrisburg news station abc27 spread the word about the Home Run Derby and to hear how you can sign up a team of four.](#)

[Click here to register your team of four](#) or call 800-377-8828 x 102. Hope to see you knock one out of the park for the PA Breast Cancer Coalition!



**Senator Vince  
Hughes Says "You're  
Covered!"**

The Pink Ribbon License Plate is only \$34 with \$10 of that being donated directly to the PBCC. What better way to hit the road this summer than by helping the PBCC create awareness statewide.

[Click here for your application.](#)

**PBCC Executive Director Graduates from Leadership Lancaster**



The Board and staff of the PBCC would like to congratulate our Executive Director, **Heather Hibshman**, on her graduation from the Leadership Lancaster program. Leadership Lancaster's purpose is to identify existing and emerging leaders, to prepare them for roles in shaping the future and to entrust them to guide the county in the years ahead. Heather was one of 48 graduates in the Class of 2009. Way to go, Heather!

[For more information on Leadership Lancaster, click here.](#)

**Events Calendar**



**June 23**

Senator Vince Hughes makes it his mission to let the women of Pennsylvania know they can receive FREE TREATMENT for breast cancer through the Commonwealth of PA's Breast and Cervical Cancer Prevention and Treatment Program. The Senator organized a day of celebration and information including free makeup demonstrations, yoga lessons, massage therapy, and belly dance lessons all while spreading the message of FREE TREATMENT to his constituents. We'd like to thank Senator Hughes for his continued dedication to creating awareness for this important service. [Click here for more information on the FREE TREATMENT program.](#)

(Above L to R: PBCC President and Founder Pat Halpin-Murphy, Senator Vince Hughes, PBCC Southeast Vice President Pat Stewart)

**The PBCC Urges You to Call Your State Legislators!**

The Senate Republican budget proposal slashes money for 3,000 free mammograms for uninsured and underinsured women offered by the Pennsylvania Department of Health's HealthyWoman Program.

The PA Breast Cancer Coalition fought for this free mammogram program and now some legislators want to cut it from the budget.

Women served by the HealthyWoman Program have no insurance that covers screening and little or no discretionary household income. These women would have no known alternative for getting mammograms.

We urge you to call your State Senator and State Representative and encourage them to restore funding to these much needed programs.



**Scholarships/Travel Grants Available for PBCC Annual Conference**

In memory of **Cary Massa**, a longtime volunteer, the PBCC offers a limited

Home Run Derby Kick-Off Press Conference

### Harrisburg

Join the PBCC and PACB to kick off July's Home Run Derby season. See article above or [click for more details](#).

### June 26

PBCC Night at Barroom Pittsburgh

### Pittsburgh

Spend the evening at Barroom Pittsburgh in Station Square and help raise funds and awareness for the PBCC. [Click for more details](#).

### June 26-28

Pink Weekend with the Harrisburg Senators

### Harrisburg

Take part in all the events surrounding the Pink Weekend on City Island. See article at right or [click for more details](#).

### July 5

PBCC Night at the Altoona Curve

### Altoona

Cheer on the Altoona Curve and learn about the PBCC. Stop by our info table and learn about the 2009 Altoona Curve Home Run Derby. [Click for more details](#).

### July 7-30

Home Run Derbies

### 11 Minor League Stadiums Across PA

Take a swing against breast cancer with the PBCC and PACB. Sign up a team of 4 or register as a volunteer for these exciting fundraisers. Visit [www.pahomerunderby.org](http://www.pahomerunderby.org) for a schedule and more details.

### July 11

Shave Your Melon Fundraiser

### Landisville

Show your support for local families dealing with breast cancer. Volunteer to "shave your melon" (cut your hair) for Locks of Love. There will be fun events for kids as well as food vendors, t-shirt sales, and local vendors. [Click for more details](#).

number of

scholarships/travel grants for the PA Breast Cancer Coalition Annual Conference on October 14, 2009 in Harrisburg, PA. The scholarship includes one conference registration (value \$65), while the *new* travel grant includes one conference registration (value \$65), one standard guest room at the Harrisburg Hilton for the evening of Tuesday, October 13, 2009 (value approximately \$150), and reimbursement for documented travel expenses (not to exceed \$100 total). [Click here for details on Cary Massa scholarships/travel grants](#). Hurry while the supply lasts!

[For details about the PBCC Annual Conference, click here.](#)

### Survivor Story: Lorie Gentile

Like many breast cancer survivors, Lorie Gentile wanted to "give something back" once her treatments were over three years ago. Lorie has been coming to the Ephrata office every week since then to customize our Friends Like Me™ care packages. These free packages provide important information and support for newly-diagnosed women. Lorie reviews the Friends Like Me applications, selecting items from our shelves such as small pink stuffed bears for packages going to mothers of young children, special booklets for caregivers, and brochures relevant to the treatment each woman has planned. We know that Lorie's caring spirit is felt by the countless women who tell us the packages make them feel they are not alone. Thank you, Lorie!



[Click here to order a Friends Like Me care package](#) if you or someone you know in Pennsylvania has been recently diagnosed with breast cancer.



### Pink Weekend at the Harrisburg Senators June 26-28, 2009

Join the PBCC and the Harrisburg Senators for a Pink Weekend. Purchase raffle tickets during all three games for a chance to win a pink jersey worn by a

player! The weekend kicks off with a game on Friday, June 26 at 7pm.

[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](mailto:sarah@pabreastcancer.org) or (800) 377-8828 x 107.

### Follow the PBCC on Twitter



The PBCC is up and tweeting and wants you to be too! Join [Twitter](#) and search for the PBCC to follow us and receive up-to-the-minute information about our programs, upcoming events, and breast cancer news. Let us know you've joined by replying to @PBCC. We'd love to hear from you!

### Free Kerchief for Cancer Patients

If you or someone you love is experiencing hair loss from chemotherapy, you can order a free kerchief from [The CUREchief® Foundation](#) by [clicking here](#) or by calling 1-866-868-CURE. The CUREchief is sent at no charge and comes in a variety of colors and patterns. The CUREchief Foundation is located in Cheshire, Connecticut, and provides this service worldwide for cancer patients.



### Fundraiser of the Month

Take a walk around City Island to benefit the PBCC on Saturday morning. [Click here to register for the walk.](#) Join us back at the ballpark at 7pm Saturday for the second pink game of the weekend where the first 1,000 fans will be given a pink hat. The Pink Weekend concludes with a game at 1pm on Sunday where the raffle prize winners will be announced following the game. [Click for further details about all the Pink Weekend events.](#)

### Volunteers Needed for Legislative Summit



The National Conference of State Legislatures is seeking volunteers for their Legislative Summit to be held on July 21-24 at the Pennsylvania Convention Center in Philadelphia. The conference is anticipating attendance from approximately 6,000 legislators, legislative staffers, families, government officials, and others interested in public policy; and they need *your* help to ensure the summit runs smoothly. The PBCC is conducting a workshop at the Summit. If you're interested in volunteering, or would like more information, please contact PBCC Board of Directors member Jeanne Schmedlen at 717-787-1290 or by email at [jschmedlen@pahouse.net](mailto:jschmedlen@pahouse.net).



### New Drug Shown to Shrink Tumors

Experimental drugs called PARP inhibitors have been shown to shrink tumors in breast cancers that don't respond well to treatment, Reuters reports. One drug increased the median survival rate from 5.7 months to 9.2 months in 116 women with an aggressive form of the disease known as metastatic triple-negative breast cancer. The drug also helped shrink tumors in almost half the patients treated. Early results presented at the American Society of Clinical Oncology's annual meeting also featured another PARP inhibitor to treat women carrying the BRCA1 and BRCA2 breast and ovarian cancer gene mutations.

[Click here to read the full article.](#)

### ADVERTISEMENT



## Bikers and Belly Dancers



In The Pink, a group of local belly dancers who are all cancer survivors, held a fundraiser for the PBCC. Pat (above, second from left) and Michael Giovannini, along with Liz Yarnell (above, third from left), brought together various belly dancing troupes to put on a show at Highspire Memorial Park in Harrisburg following a motorcycle poker run. A big thank you to Pat, Michael and Liz for putting together this unique and fun event for the PBCC which raised 2500!

[Click here to see more photos of this and other recent events.](#)



## ADVERTISEMENT

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