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President's Corner
 Pat Halpin-Murphy
 President and Founder



STUDIES SHOW BENEFITS OF TAMOXIFEN



Last month, the National Cancer Institute reported that data from two cancer prevention trials in the United Kingdom confirm that women at high risk for breast cancer continue to receive a risk-reduction benefit from tamoxifen years after they have stopped taking it. These studies support the results of the Breast Cancer Prevention Trial in the United States.

Primary care physicians have been reluctant to prescribe tamoxifen as a preventive agent for women at risk for breast cancer. Dr. D. Lawrence Wickerham, Associate Chairman of the National Surgical Adjuvant Breast and Bowel Project (NSABP) suggests that these results may help to change that.

The PBCC was pleased to present the 2006

Dear ,

PAYROLL STUFFERS FOR INCOME TAX CHECK-OFF



Thanks to the PBCC, Pennsylvanians can earmark their state income tax refund to breast cancer research! Since 1997, the Income Tax Check-Off program has raised nearly \$2 million, with an

average donation of \$8 per person. One hundred percent of those funds goes directly to researchers. Join tens of thousands of Pennsylvanians who donate their state tax refunds...check line 35 on your PA40 form.

Grace Bekaert, Treasurer of the Pennsylvania State Education Association, announced that the PSEA will include information about the Income Tax Check-Off in employees' pay envelopes. Thank you, Grace and the PSEA, for helping to spread the word.

EMPLOYERS: Follow PSEA's lead! [Download the Income Tax Check-Off payroll stuffers from our website.](#)

EMPLOYEES: Ask your employer to include information about the Check-Off in employees' pay envelopes. [Download the Income Tax Check-Off payroll stuffers here.](#)

Potamkin Breast Cancer Research Award to Dr. Wickerham at our October conference.

[Click to read the full article in the NCI Cancer Bulletin for February 27, 2007.](#)

Frontline™ Print Newsletter

FRONTLINE™

Did you know you can access the PBCC print newsletter Frontline™ on our website? [Click for current and past issues](#) of this informative publication. Features include Survivor Spotlights, Grassroots Partners, in-depth medical articles, and much more!

Events Calendar



March 22
Income Tax Check-Off
Press Conference
Philadelphia

The PBCC will join with medical and community leaders at Thomas Jefferson University at 10:30 am to celebrate our Income Tax Check-Off program. See further details on our events page and in article above right.

March 15 - April 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

YOU'RE INVITED to celebrate the PBCC's Income Tax Check-Off program at Thomas Jefferson University in Philadelphia on March 22nd at 10:30 am! The event will be held in the Bluemle Life Sciences Building, 233 South 10th Street (between Walnut and Locust Streets). Please join us! [For more details, visit our events calendar.](#)

CANCER CENTER SPREADS THE WORD ABOUT INCOME TAX CHECK-OFF

Cancer Treatment Centers of America (CTCA) in Philadelphia is working with the Campaign for Working Families (CWF) to spread the word about the Income Tax Check-Off for breast cancer research. CWF operates 16 tax sites throughout Pennsylvania with 400 volunteers providing free tax preparation for working families.



SERENDIPITY
An Evening with Singer/Songwriter Barry Mason
May 8th at the Fulton Theater in Lancaster



Music lovers will *not* want to miss this concert to benefit the PBCC! Barry Mason's songs

have been performed by Elvis Presley, Tom Jones, Barbra Streisand, Rod Stewart and more!

General admission tickets are \$30. Preferred seats, including a reception with Barry Mason, are \$75. All proceeds benefit the PBCC. Tickets are available through the Fulton Theater at 717-397-7425 or on [the Fulton's website](#). (Scroll down to bottom of page - "Other Events Now On Sale".)

All tickets purchased via telephone and internet are subject to a \$2.50 per ticket handling fee.

SLAP SHOT 2: PAINT THE RINK PINK

Anyone who has seen the movie "Slap Shot" remembers the



on our events page.

**April 14
Endure for a Cure
Lancaster**

Enjoy a one day guest membership to Workouts Fitness Campus for just \$10 - with \$5 of your fee going to the PBCC. Refreshments and prizes will be available. 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
Penn State**



The Penn State Lady Lions basketball team held a Think Pink day on February 4th. The team looked fantastic in their special pink uniforms and even the mascot wore pink! A special halftime program began with a video honoring breast cancer survivors, and ended with survivors taking to the court in the shape of a huge ribbon! The day was a huge success and thousands of dollars were raised

Hanson brothers!

Steve, Jeff and Dave Hanson will play two teams of local hockey talent as they "Paint the Rink Pink". The event is organized by Play It Again For Charity, founded in 2000 by Rob Ziemba. In 2004, the Philadelphia Flyers awarded Rob its team's "NHL's 7th Man Award" for his dedication to charity and the Flyers.

Contact Play It Again For Charity at piaforcharity@comcast.net or visit [their website](#) for more information or to purchase tickets. A portion of the proceeds from the event benefits the PBCC.

WISH LIST



The PBCC can always use your help with supplies! Here are a few suggestions:

- ~postage stamps
- ~office supply store gift cards
- ~Sheetz or Wawa gift cards for gas (We travel 20,000 miles each year to events across the state!)
- ~EZ PASS toll gift certificates

Items can be mailed to PA Breast Cancer Coalition, 287 Duke Street, Ephrata, PA 17522. Please include your name and full address. Thank you!

[See the donations page of our website for more ways to support the PBCC.](#)

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 6800 medical professionals, survivors and breast cancer advocates all across PA and beyond! Ads cost \$250 for one issue, \$400 for two issues.

for the PBCC. Thank you, Lady Lions!

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



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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