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Volume 3 Issue 5

May 2006

**President's Corner**

Pat Halpin-Murphy  
President and Founder



**CALL TO ACTION:  
CONTACT YOUR SENATORS AND  
CONGRESSPERSON IN  
WASHINGTON, DC TO OPPOSE  
STRIPPING AWAY PROTECTION  
FOR BREAST CANCER PATIENTS**



Federal legislation is up for a vote which, if passed, would strip away state mandates providing insurance coverage for mammograms. Advocates need to mobilize to block the Health Insurance Marketplace Modernization and Affordability Act, Senate Bill 1955. The bill would undo all the existing programs we have worked so hard to secure such as requiring insurers to pay for screening mammograms, opposite breast reconstruction, and hospital stays.

Dear ,

**SENATOR BRIGHTBILL - A LEADER IN PASSING FREE MAMMOGRAMS LEGISLATION**



State Senator and Senate Majority Leader David Brightbill, PBCC President Pat Halpin-Murphy, and Good Samaritan Board Member and PBCC Lebanon County Captain Debbie Freer visited Good Samaritan Health System and its President Robert Longo to discuss how to best reach out to the community to promote the availability to free

mammograms to uninsured women 40-49. Senator Brightbill was a leader in getting this legislation for free mammograms passed through the Senate. The \$1.7 million in funding will go into effect once the state legislature passes the budget, which is expected to happen in June.

**BREAST CANCER RISK DRAMATICALLY REDUCED WITH OSTEOPOROSIS DRUG**

The PBCC salutes the National Surgical Adjuvant Breast and Bowel Project (NSABP) for their breakthrough discovery in the Study of Tamoxifen and Raloxifene (STAR) clinical trial. The STAR trial demonstrates the success of raloxifene in reducing breast cancer risk for post-menopausal women at increased risk of the disease with fewer side effects than tamoxifen. Raloxifene is currently prescribed for osteoporosis under the brand name Evista®.



[Read the press release](#) and look for the next Frontline™ newsletter for complete details. You can also visit the [NSABP website](#).

As advocates for women and families in PA, please contact Senators Specter and Santorum and urge them NOT to support Senate Bill 1955. Your Senators can be reached at [www.senate.gov](http://www.senate.gov) and Representatives in Congress at [www.house.gov](http://www.house.gov).

**Events Calendar**



**May 10-21**  
**Reading**  
**"67 Women - 67 Counties"**  
**Photo Exhibit**

The PBCC's traveling photo exhibit will be in Berks County this month. Free and open to the public, the exhibit will be held at the Reading Hospital and Medical Center, N Building. See full details on our events page.

**May 18**  
**Wyomissing**  
**Information Table**

Visit the PBCC's information table at The Reading Hospital and Medical Center's "Educate, Empower, and Be a Healthy Woman". Ask questions and interact with a panel of experts. See full details on our events page.

**May 20**  
**Pittsburgh**  
**Information Table**

Visit the PBCC's information table at the 18th Annual Cancer Survivors Conference. Located in The Great Hall at Heinz Field, admission for survivors is free, all others are \$15. See full details on our events page.

**June 3**  
**Ephrata**  
**Information Table**

Visit the PBCC's information table at the Ephrata Community Hospital Day in the Park. Located in Grater Park, admission is free. See full details on our events page.

*Do you want to make **hope** grow? Plant a seed in your community and watch it grow statewide by planning a special event/fundraiser for the PBCC! Contact Amy Collins with your community*

**MAY IS PHYSICAL FITNESS MONTH**



May has us thinking about golf, tennis, swimming and other fun ways to stay fit! We know the Hanson Brothers of *Slap Shot* fame are in fine shape! Steve, Jeff and Dave Hanson came to Twin Ponds East Recreation Center in Harrisburg on April 22 for a charity hockey game "Slap Shot 2, A Goal Against Breast

Cancer". Two teams of local talent played with the Hanson Brothers and a portion of the proceeds from this exciting event went to the PBCC. What fun!

\$2473 was raised through a raffle, silent auction, pink puck sales, photo sales and ticket sales. Thanks to Rob Ziemba and Jon Jehrio from Play it Again for Charity, the Hanson Brothers, and everyone who helped make the night fun and successful!

**HEALTHAMERICA PAINTS THE PARK PINK FOR THE PBCC Play Ball!**

The PBCC has enjoyed a great start to baseball season with **two** wonderful events! On April 23 the Harrisburg Senators (no, not **those** senators) teamed up with HealthAmerica and the PBCC to "Paint the Park Pink" at Commerce Bank Park. Players work pink team jerseys during the game which were raffled or auctioned off at the end of the game. **All proceeds from**



**the raffle and auction benefit the PBCC.** HealthAmerica also sponsored an old-fashioned picnic with pink lemonade and pink ribbon cookies. A very special ceremony before the game recognized breast cancer survivors. And Robin Work, one of the dazzling Divas of Jazz, sang the national anthem!

Then on May 7, HealthAmerica partnered with the Scranton/Wilkes-Barre Red Barons to benefit the PBCC at Lackawanna County Stadium in Moosic to once again "Paint the Park Pink". For this game only, the Red Barons traded in their regular uniforms and donned pink team jerseys. Pink Red Barons caps were given to the first 1500 women through the gates, courtesy of HealthAmerica. There was also an old-fashioned picnic, sponsored by HealthAmerica.

Thank you, HealthAmerica, Harrisburg Senators and the Scranton/Wilkes-Barre Red Barons!

event idea at [amy@pabreastcancer.org](mailto:amy@pabreastcancer.org) or 1-800-377-8828 x 106.

[Click for a complete listing of PBCC events.](#)

### [Music To Your Ears](#)



Callers to the PBCC headquarters office have commented about how enjoyable the on-hold music is. We're not surprised! Those sounds are from the live recording of the 2005 Divas of Jazz fundraiser for the PBCC. You can get your own copy on [our website](#). Enjoy!

### [BECOME A CONFERENCE SPONSOR TODAY](#)

The PA Breast Cancer Coalition Conference is October 11 at the Harrisburg Hilton. See the opportunities to sponsor [here](#) or call Dolores Magro at 610-622-3390. We'd love to see your logo along with the confirmed sponsors on our website, wouldn't you?

### **Photo of the Month**

## **SPECIAL THANKS**



The PBCC's [Friends Like Me™](#) program sends free care packages to PA women newly diagnosed with breast cancer. On an average month, more than 30 women receive important and timely information, along with some very lovely gift items. Many of you have made product donations which make the packages even more special. We want to especially thank Dr. David Vasily of Aesthetica Cosmetics & Laser Center who donated 20 gift certificates for free facials for care packages sent to Lehigh or Northampton Counties. Thank you, Dr. Vasily! Here are some other recent donations:

- Lois Townsend/Journey Books  
30 copies of her book "Our Journey Through Breast Cancer"
- Dan Kauffman  
3 copies of "Breast Cancer Husband"
- Marc Silver/Rodale, Inc.  
20 copies of his book "Breast Cancer Husband"
- Nancy Madey  
7 autographed copies of her book "Facing Fear"
- Roche Pharmaceuticals  
200 "My Healing Companion" journals
- Classical Stretch, Inc.  
30 Breast Cancer Rehab Stretch DVDs
- Emma Hand/Carma Design  
1000 sheets of removable, inspirational stickers

To donate new, unused books or gift items for [Friends Like Me™ care packages](#), contact [kim@pabreastcancer.org](mailto:kim@pabreastcancer.org).

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Jon Jehrio, Chairman of Play It Again for Charity, shows off his pink skate laces at the "Slap Shot 2, A Goal Against Breast Cancer" fundraiser.

See, real men DO wear pink!

See article above right for more details on the event.

### Wish List



The PBCC can always use help with supplies! To donate any of these items, please send to the PBCC, 287 Duke St, Ephrata, PA 17522. Be sure to include your name and address so we can thank you properly!

- Reams of white or pink paper
- Stamps
- Office supply store gift cards (Staples, Phillips Office Products, etc.)
- Wal-Mart gift cards
- Hallmark gift cards
- Sheetz or Wawa gift cards for gas (We travel 20,000 miles each year to fundraisers and other events!)
- Paper plates, paper towels, tissues, etc. for the office

### ADVERTISEMENT

#### 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 5300 medical professionals, survivors and breast cancer advocates all across PA and beyond! Ads are \$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.**

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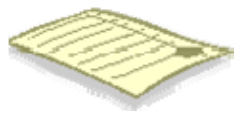
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Editor and Producer: Kim Eubanks  
Head Writer: Dolores Magro

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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)

