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May 2009

PRESIDENT'S CORNER

Pat Halpin-Murphy
President and Founder



**2009 Home Run Derby
Season
Step Up to the Plate!**

As the weather is getting warmer and baseball season is in full swing, the PBCC is working hard to make the 2009 [Take a Swing Against Breast Cancer Home Run Derby](#) a grand slam.

We have an exciting July planned in each of the 11 minor league baseball stadiums in PA, and we couldn't do this without the support of our State All-Star Sponsors: **Beard Miller Company; Genentech, Inc.; Highmark Blue Shield; Penn State Hershey Cancer Institute; Rep. Rick Taylor and Ted Williams/Ameriprise Financial Services, Inc.** Thank you all for stepping up to the plate this year!

The Home Run Derby is a fun way to raise not only funds, but much needed awareness for the PBCC. Several teams have already signed up, and I encourage you to dig out your old baseball bat and

Dear ,



FREE TREATMENT Available for Breast Cancer

Senator Vincent Hughes and the PBCC Promote FREE TREATMENT Program

Did you know [FREE TREATMENT](#) is available to women diagnosed with breast cancer in Pennsylvania who are uninsured or underinsured? Unfortunately many women - and many healthcare providers - are not aware of the program or how it can benefit breast cancer patients. That's why the

PBCC, in partnership with **Senator Vince Hughes**, held a press conference publicizing the Commonwealth of PA's Breast and Cervical Cancer Prevention and Treatment Program (BCCPT). [Click here or on the photo above to hear the Senator's comments on the program.](#) **Secretary of Health Everette James and Joanne Corte Grossi**, Director of the Office of Women's Services in the PA Department of Public Welfare, drove home the FREE TREATMENT message in their speeches at the event which was covered by the Pennsylvania Cable Network (PCN).

The PBCC and Senator Hughes will also be hosting a day of celebration and information about the FREE TREATMENT Program on June 13 in Philadelphia. [For more information on this event click here.](#) [For more information on the FREE TREATMENT program, click here](#) or call 800-377-8828.

The PA Commission for Women
needs YOUR help!

join us in the ballpark this summer.

[Teams of four can sign up by clicking here.](#) For dates, locations, and more information about these events be sure to [visit the Home Run Derby website](#) or contact **Heather Hibshman** at 800-377-8828 x 102.

I look forward to seeing you *take a swing against breast cancer!*

Orrstown Bank Thinks Pink



The PBCC is thrilled to join with Orrstown Bank for another year of "Think Pink Rewards Checking". Stop into your local branch or call 717-532-6114 to find out how you can receive your one-of-a-kind pink debit card! \$10 from each new Think Pink account opened will be donated directly to the PBCC. Orrstown Bank has raised over \$25,000 so far through this campaign. We are so thankful to Mark Bayer and everyone at Orrstown Bank for their tireless work and creativity!

Events Calendar



May 7 - 18

[67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania Photo Exhibit](#)

Chambersburg, Franklin County
The PBCC brings its traveling photo exhibit to Franklin County. The exhibit will be at the Rhonda Brake Shreiner Women's Center and is open to



Are You a Breast Cancer Survivor? Share Your Story with Other Women and Families Across PA!

The PBCC is looking for breast cancer survivors to feature in our soon-to-be redesigned traveling photo exhibit "[67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania](#)"™.

If you are interested in sharing your photo and story, [click here and submit your information today!](#) Email PBCC Program Director **Jen Fetich** at jennifer@pabreastcancer.org with any questions.



PBCC Selected for Healthcare Hero Award

The PBCC is honored to be named "Education Hero" by Central Penn Parent. The

PBCC was one of nine finalists in the Education Hero category which honors individuals and organizations in health education making a difference in their community and in the health care industry.

Education is a cornerstone of the PBCC. Until a cure is found for breast cancer, the PBCC will continue to educate women and their families, healthcare professionals, community leaders, legislators, and the greater public about breast cancer early detection, care and treatment.

Above: PBCC Program Director **Jen Fetich** accepts the Central Penn Parent Healthcare Hero Award. Pictured with Jen are **Chad Madden**, Madden Physical Therapy; **Richard LaVanture**, Holy Spirit Health System; and **Sally Dixon**, Memorial Hospital.



Healthcare Coverage Available to Uninsured PA Residents through adultBasic

Affordable healthcare for uninsured working families is available through **adultBasic**, a program of the PA Department of Insurance. Benefits include preventative care, physician services, diagnosis and treatment of illness or injury, in-patient hospitalization, out-patient hospital services and emergency medical care. Modest co-pays are required for some services. [Complete details and eligibility requirements can be found here.](#)

the public. See article at right or [click for more details.](#)

May 28 - June 8

[67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania Photo Exhibit](#)

Kane, McKean County

The PBCC brings its traveling photo exhibit to McKean County. The exhibit will be displayed at the Kane Area Community Center and will open with a reception on 5/28 at 6pm. The reception is free and open to the public. [Click for more details.](#)

May 30

Bellydancers and Bikers Ride Against Breast Cancer

Harrisburg

Ride your motorcycle or custom car on a 35-mile course ending at Highspire Memorial Park. \$10 admission fee per person. Following the ride enjoy food, raffles and belly dancers! [Click for more details.](#)

June 6

First Annual Shoot for a Cure

Manheim

Come to the first annual sporting clays shoot for the PBCC at the Elstonville Sportsman's Club! \$50 ticket gets you 50 shots at a clay "bird", a chicken BBQ dinner, and a chance to win door prizes. [Click for more details.](#)

June 13

A Day of Celebration and Information about FREE Breast Cancer Treatment

Philadelphia

State Senator Vincent Hughes and the PBCC invite you to bring your family and friends to this fun event at Park Towne West Shopping Plaza. This event will feature information on the Commonwealth of PA's FREE TREATMENT program and include fun activities like free makeup demonstrations, yoga lessons, massage therapy, belly dance lessons and more. [Click for more details.](#)

June 14

Pink Garden Tea Party

[Apply online here](#) or call 800-GO-BASIC.

Tea-riffically Pink Garden Tea Party

Join the PBCC for a tea-riffic Garden Tea Party at Camellia's Sin Tea Parlor in Carlisle. The tea will be held on June 14 from 1 to 4 pm and include a live auction of donated entertainment packages such as a weekend in the Poconos or a catered mystery dinner for 8! **Alicia Richards**, news anchor for

local TV station abc27, will be the celebrity auctioneer. [For tickets or more information click here](#) or call **Lin Jackman** (shown above right with **Karen Byers**, PBCC volunteer and breast cancer survivor) at 717-243-6292. A portion of proceeds from the event will benefit the PBCC.



Survivor Story: Cheryl Delsite



Cheryl Delsite volunteers for the PBCC on exhibit committees, at community fundraisers and at our annual conference. But in 1998 when Cheryl's implant ruptured, she hadn't yet heard of the PBCC. Cheryl's insurer refused to cover implant replacement. In desperation, Cheryl's sister-in-law asked the office of then First Lady Michele

Ridge for help. Mrs. Ridge's staff put Cheryl in touch with us and we immediately appealed to the insurer who reversed the decision. The PBCC took the lead in passing legislation requiring insurers to cover breast reconstruction. [More information on this and other legislation passed thanks to the PBCC can be found here.](#)

ADVERTISEMENT

B3C4USE YOU C4RE.

We are proud to support the Pennsylvania Breast Cancer Coalition.
We applaud your efforts for what is truly a worthy cause.

Carlisle

Light lunch and pink teas will be served at Camellia's Sin Tea Parlor & Gifts. Women are encouraged to wear pink and your favorite hat. Bid on fantastic prizes. See article at right or [click for more details](#).

[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 or (800) 377-8828 x 107.*

Hold a Dress Down Day

Tired of wearing your dress pants and stuffy shirts to work? Why not put together a dress down day in your office to benefit the PBCC? Simply ask your coworkers to donate a few dollars in exchange for a casual day, and we'll provide you with the pink ribbons to wear! It's a fun and easy way to raise awareness and give those high heels a day off!

**Fundraiser of the Month
Northeast Rockers AAU
Basketball Tournament****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 7700 medical professionals, survivors and breast cancer advocates all across PA and beyond!

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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The Northeast Rockers AAU basketball club dribbled their way to another successful event, raising over \$2500 for the PBCC. The "Jamfest" was held at 10 gyms around Philadelphia raising funds for the PBCC through team entry fees. A big thank you to the players and Coach Colleen for one Slam Dunk of an event!

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



Send inquiries, comments or suggestions to:

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