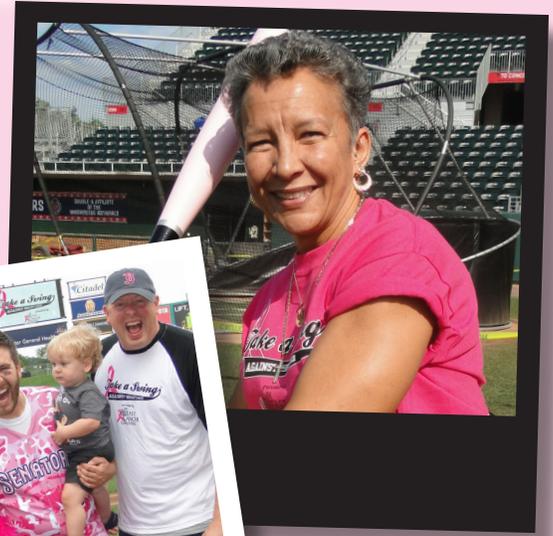


2013

Take a Swing

AGAINST BREAST CANCER



DIGITAL PRESS KIT



#PBCcderby



*Pat Halpin-Murphy
President and Founder*

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE
May 23, 2013**

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**PA BREAST CANCER COALITION KICKS OFF 6TH
TAKE A SWING AGAINST BREAST CANCER HOME RUN DERBY SEASON**
5 professional ballparks in Pennsylvania to host teams, volunteers and survivors throughout summer months

EPHRATA, Pa. – Step up to the plate! The PA Breast Cancer Coalition (PBCC) is calling all batters for its annual *Take a Swing Against Breast Cancer Home Run Derby* season, traveling to professional ballparks across Pennsylvania. Teams of all experience levels are encouraged to knock one out of the park to help the more than 140,000 women battling breast cancer in Pennsylvania. Five Home Run Derby events will take place during the months of June and July, raising money for the PBCC and promoting breast cancer awareness throughout the state.

Events will be held beginning at 8 a.m. in each of the following stadiums throughout PA:

Tuesday, June 18th – Harrisburg Senators, Metro Bank Park
Friday, June 28th – Reading Fightin Phils, FirstEnergy Stadium
July 19th – York Revolution, Sovereign Bank Stadium
July 20th – Lancaster Barnstormers, Clipper Magazine Stadium
Tuesday, July 30th – Erie SeaWolves, Jerry Uht Park

Teams of four can register online at www.PAHomeRunDerby.org. Opportunities to participate are available in *each stadium* with a team donation of \$500. Individual batters may also register for a donation of \$125. Each batter will receive an official 2013 *Take a Swing Against Breast Cancer* jersey, souvenir photo and gift bag. Points are based on where the ball lands in terms of a hit to infield, hit to outfield, hit to the outfield wall and a home run. A statewide single-batter winner will be named at the end of July.

Volunteers are also encouraged to take part at each of the 5 ballparks to “shag” baseballs in the outfield as well as assist with registration. Each participant will receive a volunteer t-shirt. VIP Volunteers may also register for a donation of \$25 to receive an official home run derby gift bag.

PA Breast Cancer Coalition (PBCC) President and Founder Pat Halpin-Murphy invites anyone passionate about helping to find a cure for breast cancer to take part in this unique event. “The PBCC’s *Take Swing Against Breast Cancer Home Run Derbies* are a fun and exciting way for Pennsylvanians of all ages to join the fight against breast cancer,” said Halpin-Murphy. “Whether it’s forming a team, volunteering in the outfield or joining as a 2013 sponsor, there are many ways to make a difference. Join us this summer as we swing for the fences in an effort to *find a cure for breast cancer now... so our daughters won’t have to.*”

About the PA Breast Cancer Coalition

The PBCC, celebrating its 20th Anniversary in 2013, represents, supports and serves breast cancer survivors and their families in Pennsylvania through educational programming, legislative advocacy and breast cancer research grants. The PBCC is a statewide non-profit organization dedicated to *finding a cure now...so our daughters won’t have to.* For more information, please call 800-377-8828 or visit www.PABreastCancer.org.

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Sample :30 PSA – Home Run Derby 2013

BATTER UP! THE PENNSYLVANIA BREAST CANCER COALITION IS TAKING A SWING AGAINST BREAST CANCER THIS JUNE WITH A HOME RUN DERBY EVENT AT THE HOME OF THE HARRISBURG SENATORS. GRAB A TEAM OF FOUR, DUST OFF YOUR OLD BASEBALL BAT AND HEAD OUT TO METRO BANK PARK ON TUESDAY, JUNE 18TH. STEP INTO THE BATTER'S BOX AND KNOCK ONE OUT OF THE PARK FOR THE P-A BREAST CANCER COALITION. VISIT P-A-HOME-RUN-DERBY-DOT-ORG FOR MORE DETAILS ABOUT BECOMING A BATTER OR VOLUNTEER.

Breast Cancer Statistics

32 women in Pennsylvania will be diagnosed with breast cancer today!

Breast cancer is the leading cause of cancer deaths in Pennsylvania in women between the ages of 25 and 54.

Nearly all breast cancers can be treated successfully if found early. When breast cancer is found at its earliest stage the five-year survival rate is 98%.

Over 12,000 women in Pennsylvania are diagnosed each year with breast cancer.

Over 2,000 women in Pennsylvania die each year of breast cancer.

There are approximately 140,000 women in Pennsylvania living with breast cancer.

Three of four cases of breast cancer arise in women with no known risk factors.

Breast cancer continues to be the most commonly diagnosed cancer in women in the U.S., regardless of race or ethnicity.

There are more than 2.8 million breast cancer survivors alive today in the United States.

One in eight women in the U.S. will be diagnosed with breast cancer during their lifetime.

The PA Breast Cancer Coalition represents, supports and serves breast cancer survivors and their families in Pennsylvania through educational programming, legislative advocacy and breast cancer research grants. The PBCC is a statewide non-profit organization that creates the hope of a brighter tomorrow by providing action and information to women with breast cancer today.



Finding a cure now...
so our daughters won't have to.

Pat Halpin-Murphy - President & Founder

Logos



Finding a cure now...
so our daughters won't have to.



20th

Anniversary

*First Lady Susan Corbett
Honorary Chair*

*Pat Halpin-Murphy
President & Founder*



Join us for the
**PA Breast Cancer Coalition
2013 Conference**
Celebrating 20 Years Strong

Tuesday, October 15th
Hilton Harrisburg

Register today and help us honor our awardees!



Dennis Slamon, M.D.



Mindy Gray



Jeanne Schmedlen



Westmoreland Walks

www.PABreastCancer.org
800-377-8828

PA
**BREAST
CANCER
COALITION**