

FOR IMMEDIATE RELEASE

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Catherine's Health Center Receives \$26,300 Grant from Avon Breast Health Outreach Program for Breast Cancer [Awareness] Program

Local Organization Recognized With Support From National Program

Grand Rapids, Michigan / January 19, 2017 – The Avon Breast Health Outreach Program has awarded a \$26,300 one-year grant to Catherine's Health Center to increase awareness of the life-saving benefits of early detection of breast cancer and assist lower income women gain access to care. It is the eleventh year that the program has received funding from the Avon Breast Cancer Crusade to support its work on this important health issue, and in recognition of the program's excellence.

The Count Me In program at Catherine's Health Center will educate Grand Rapids area women and refer them to low-cost or free mammograms and clinical breast exams in their own communities. The vital program will also assure that low-income, under-insured women have access to breast health education, screening, and treatment resources.

Since January 2006, the Count Me In program at Catherine's Health Center has reached more than 11,000 women with information about the importance of early detection of breast cancer and has referred almost 2,500 women for mammograms and clinical breast exams.

Breast cancer is the most common form of cancer in women in the United States. According to the American Cancer Society, 7,780 new cases of breast cancer will be detected in Michigan this year and 1,410 lives will be lost ([–see page 5 and 6 of ACS Cancer Facts and Figures](#)). While advances have been made in prevention, diagnosis, treatment and cure, early detection still affords the best opportunity for successful treatment. Programs such as {name of your program} help ensure that all women have access to early detection information and options, even poor and medically underserved women.

Karen Kaashoek, Executive Director of Catherine's Health Center enthuses about the grant, "We are proud that the Avon Breast Cancer Crusade shares our mission and has chosen to support our program. With these funds we will be able to help women who have little or no other access to educational and diagnostic services get the help they need early on. We literally have patients who credit this program with saving their lives!"

Since 1993, the Avon Breast Cancer Crusade has awarded more than 1,800 grants to community-based breast health programs across the United States, including Count Me In at Catherine's Health Center. The Avon Breast Cancer Crusade awards funding to beneficiaries ranging from leading cancer centers to community-based grassroots breast health programs to support breast cancer research and access to care. Many programs are dedicated to educating underserved women about breast cancer and linking them to early detection screening services. Visit avonbhop.org for more information.

The Avon Breast Health Outreach Program is administered by Cicatelli Associates Inc. to support community-based, non-profit breast health programs across the country. The Fund's National Advisory Board selected Count Me In at Catherine's Health Center as one of 56 new grant recipients nationwide in the 2017 cycle of Avon Breast Health Outreach Program grants. These organizations were chosen based on their ability to effectively reach women, particularly minority, low-income, and older women, who are often medically underserved.

For more information on Count Me In at Catherine's Health Center, please call Jess Eglinton at (616) 336-8800. To learn more about the Avon Breast Health Outreach Program, visit www.avonbhop.org

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