



NEWS RELEASE

CONTACT: Paul Hopkins
Director of Community Relations
(413) 664-5142

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FOR IMMEDIATE RELEASE

(NORTH ADAMS, MA) The Massachusetts Affiliate of Susan G. Komen for the Cure recently awarded \$40,000 to North Adams Regional Hospital and REACH for Community Health to expand the REACH for Breast Health program. The grant will be used to expand REACH for Breast Health's basic program, to focus on women age 65 to 85 and developmentally disabled women.

"We are so grateful for the support of Komen for the Cure," said Polly Macpherson, REACH for Breast Health manager. "This funding makes it possible for women who live in the far northwestern corner of our state to have access to the high quality, comprehensive breast cancer education and support services that are readily available to women living in the large population centers of Boston and central Massachusetts."

"REACH for Community Health is an exceptional component of North Adams Regional Hospital that works hard to help local women through the treatment and recovery of breast cancer," said Jeanette Beltran, Director of Community Initiatives for the Massachusetts Affiliate. "Thanks to the Massachusetts affiliate's annual fundraisers, we are able to provide grants, such as this one, to help fund local services and programs that address breast health needs throughout Massachusetts."

The purpose and intent of this grant is to extend the reach of Susan G. Komen for the Cure, MAA Affiliate. SGK and its impact on reducing the burden of breast cancer among all residents of the commonwealth.

Macpherson explained that because public transportation is limited or non-existent for residents of rural towns, the Komen funds will bring critical breast cancer prevention information and support services directly to women in their homes, churches, and community gathering places.

“Our goal is to increase screening mammography rates with an emphasis on older women and women with disabilities,” said Macpherson. “We also will work to help more women with ‘care navigation,’ which offers women the support, information, and facts they need when facing cancer.”

REACH for Breast Health strengthens outreach, education, and patient navigation components of breast health services in the area. For information, call (413) 664-5170.