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“Hoops for Hope” to Raise Funds for Breast Cancer Education

Two local high school girls' basketball teams are putting aside their on-the-court rivalry to help raise awareness of breast cancer.

The Scranton Preparatory School Classics and Abington Heights Lady Comets will meet on the Scranton Prep Saint Francis Xavier Center court on February 4, 2010 for the second annual “Pink Night.” The theme of this year’s event, “Hoops for Hope,” will be celebrated with both a junior varsity game starting at 6 p.m. and a varsity game beginning at 7:15 p.m.

Commemorative pink t-shirts will be sold as a fundraiser before the event. Attendees are invited to purchase a shirt and, like the players who will sport special pink jerseys, wear pink in support of breast cancer awareness.

All proceeds from this year’s Pink Night will be used to fund the Northeast Regional Cancer Institute *Smart Girls, Wise Women* initiative. This multi-generational program will focus on educating girls 12-16 along with their female family and friends of all ages, about breast health and cancer awareness. The program will be offered in Lackawanna, Luzerne, and Wayne Counties during the spring of 2010 and include both interactive sessions and dynamic speakers.

If you would like additional information about this event, or want to purchase a t-shirt, please contact Margo Opsasnick at mopsasnick@deltamedix.com or (570) 947-3541. For information on the *Smart Girls, Wise Women* program, please contact the

Northeast Regional Cancer Institute at (570) 941-7984 in Scranton or (570) 970-6543 in Wilkes-Barre.



In 2009 The Scranton Preparatory School Classics and Abington Heights Lady Comets took to the basketball court to raise awareness for breast cancer. The two teams will compete against each other again this year with proceeds to benefit the Northeast Regional Cancer Institute.

Breast cancer is the most common cancer and the second leading cause of cancer related deaths among women in the nation and the Commonwealth.

In our 10 County area, 1,180 cases of female breast cancer are diagnosed and 280 deaths occur each year.

Smart Girls, Wise Women: A Multi-generational Breast Health Program

The Northeast Regional Cancer Institute will offer three *Smart Girls, Wise Women* programs scheduled in Lackawanna, Luzerne and Wayne Counties during the spring of 2010. Each program will last two hours and feature a dynamic keynote address and interactive breakout sessions open to women of all ages: girls 12-16 and their friends, mothers, aunts, grandmothers, neighbors, co-workers and sisters.

This multi-generational breast health education and cancer awareness program is designed specifically for women in NEPA. Program participants will gain a better understanding of normal breast development;



put to rest numerous myths and misinformation regarding breast development and breast cancer; gain a realistic understanding of their breast cancer risk; and know the positive things they can do to stay healthy and gain confidence in their body throughout their lives.

Procter and Gamble partnered with the Northeast Regional Cancer Institute to fund the *Smart Girls, Wise Women* program.

For more information about the *Smart Girls, Wise Women* programs or for a listing of scheduled programs, please contact the Northeast Regional Cancer Institute at (570) 941-7984 in Scranton or (570) 970-6543 in Wilkes-Barre.

Breast Cancer Program Targeted to Women over 60

Beginning in 2009, the Northeast Regional Cancer Institute launched a grant to help fund *Breast Cancer: What I Need to Know*, an education program to encourage women over 60 to follow recommended breast cancer screening standards.

Free education programs are being offered throughout Lackawanna, Luzerne, Pike, Susquehanna, Wayne and Wyoming Counties on the risk factors of breast cancer, the importance of



routine screening/early detection in successful treatment, and

individualized information on screening sites, payment assistance, and access to transportation.

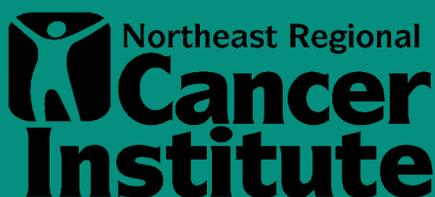
Across the nation and the Commonwealth women are being screened for breast cancer in ever decreasing numbers. In northeastern Pennsylvania, not only is the prevalence of screening decreasing over time, but the percentage of women screened has been lower than the state average for some time.

The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania partnered with the Northeast Regional Cancer Institute to fund the *Breast Cancer: What I Need to Know* program.

For more information about the *Breast Cancer: What I Need to Know* program or for a listing of scheduled programs, please contact the Northeast Regional Cancer Institute at (570) 941-7984 in Scranton or (570) 970-6543 in Wilkes-Barre.

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