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

Local Organization Recognized With Support From National Program

Grand Rapids, Michigan / January 26, 2016 – 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. It is the tenth 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 2006 the Count Me In program at Catherine's Health Center has reached more than 10,000 women with information about the importance of early detection of breast cancer and has referred almost 2,300 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. While advances have been made in prevention, diagnosis, treatment and cure, early detection still affords the

best opportunity for successful treatment. Programs such as Count Me In help ensure that all women have access to early detection information and options, even poor and medically underserved women.

"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 provide critically important breast cancer screenings, breast health education, and access to treatment when it is needed for low-income under-insured women," said Karen Kaashoek, Executive Director of Catherine's Health Center.

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 2016 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 the Count Me In program at Catherine's Health Center, please call (616) 336-8800. To learn more about the Avon Breast Health Outreach Program, visit www.avonbhop.org

Michigan statistics found at

<http://www.cancer.org/acs/groups/content/@editorial/documents/document/acspc-044552.pdf>

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