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Contacts: Karen Kaashoek
Catherine's Health Center
(616) 336-8800
kkaashoek@catherineshc.org

Kristen Clonan
Avon Foundation for Women
(212) 282-6797
Kristen.Clonan@avonfoundation.org

Avon Breast Health Outreach Program Awards Grant for Breast Cancer Count Me In Program to Catherine's Health Center

Local Organization Recognized With Support From National Program

Grand Rapids, Mich. / February 11, 2014 – 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, educate at-risk women on breast health, and ensure access to care. It is the eighth year that the program has received funding from the [Avon Foundation for Women](#) 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 help women who lack access to health care gain the needed services and help, offer information and education, and reinforce healthy lifestyle decisions.

Since 2006, the Count Me In program at Catherine's Health Center has reached more than 7,900 women with information about the importance of early detection of breast cancer and has referred almost 1,800 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, 232,670 new cases of breast cancer will be detected in the U.S. this year and 40,000 lives will be lost. Nationwide, there is a new diagnosis every three minutes and a death from breast cancer every 13 minutes. 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 honored by the trust the Avon Foundation for Women has placed in us again this year and we are thrilled that the Avon Foundation shares our mission. We simply couldn't be more pleased that Avon Foundation for Women has chosen to support our Count Me In program. With these funds we will be able to serve working poor and low

income women by opening access to early detection. We supplement that by offering cancer and health education, coaching for improving health practices, and by helping women access specialized medical services when needed,” said Karen Kaashoek, Executive Director of Catherine’s Health Center.

Since 2000, the Avon Foundation has awarded \$76.2 million through more than 1,600 Breast Health Outreach Program grants to breast health programs across the United States, including Count Me In at Catherine’s Health Center. These programs are dedicated to educating underserved women about breast cancer and linking them to early detection screening services.

The Avon Foundation for Women and Breast Cancer Crusade

The [Avon Foundation for Women](#), an accredited 501(c)(3) public charity, was founded in 1955 to improve the lives of women and today is the world’s largest corporate-affiliated philanthropy focused on issues that matter most to women. The Avon Breast Cancer Crusade, which launched in 1992 and is led by the U.S.-based [Avon Foundation for Women](#), has placed Avon and the Avon Foundation for Women at the forefront of the fight against breast cancer; today, Avon is the leading corporate supporter of the cause globally. Avon breast cancer programs in more than 50 countries have donated more than \$815 million for research and advancing access to care, regardless of a person’s ability to pay. Avon 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. The Crusade has enabled more than 18 million women globally to receive free mammograms and breast cancer screenings, educated more than 145 million women about breast cancer, and funded promising research into the causes of breast cancer and ways to prevent the disease. The Avon Foundation raises funds for the Crusade through the sale of [Avon “Pink Ribbon” products](#), and through events such as the [U.S. Avon Walk for Breast Cancer](#) series, which is the Avon Foundation’s largest fund-raising event. Visit www.avonfoundation.org for more information.

The Avon Breast Health Outreach Program

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 58 grant recipients nationwide in the 2014 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

For more information on Count Me In at Catherine's Health Center, please call Mark at (616) 336-8800. For more information about breast cancer, contact the American Cancer Society at 1-800-ACS-2345 or www.cancer.org, or the National Cancer Institute at 1-800-4-CANCER or www.cancer.gov.

To learn more about the Avon Foundation for Women, call 1-866-505-AVON or visit www.avonfoundation.org. For information or to register or support the *Avon Walk for Breast Cancer* events, visit www.avonwalk.org or call 1-888-540-WALK.

About Catherine's Health Center

Located in northeast Grand Rapids, Michigan, [Catherine's Health Center](http://www.catherineshc.org) is a 501(c)(3) non-profit organization. We have been providing health education, screening and treatment to underserved, at-risk residents of the area since 1996. Functioning like a family medical clinic, we offer many additional programs and services to encourage patient investment in health care practices. Visit www.catherineshc.org for more information.

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