

## **FOR IMMEDIATE RELEASE**

**Contacts:** Karen Kaashoek  
Catherine's Health Center  
616-336-8800

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

### **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, MI, February 9, 2015** – 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 low income un and under insured women in accessing services. It is the 9th 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 breast health program Count Me In 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 with abnormal screening results to access the diagnostic and treatment services that they need.

Since 2006, the Count Me In program at Catherine's Health Center has reached more than 8,500 women with information about the importance of early detection of breast cancer and has referred more than 2,000 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 Foundation for Women shares our mission and has chosen to support our program. With these funds we will be able to help low income un, and under insured women access breast health education and services they need for

early detection and treatment of breast cancer, “ said Karen Kaashoek RN, MBA, Executive Director, Count Me In, Catherine’s Health Center.

Since 1993, the Avon Foundation, an accredited 501(c)(3) public charity, has awarded more than 1,600 grants to community-based breast health programs across the United States, including Count Me In at Catherine’s Health Center. The Avon Foundation 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 [www.avonfoundation.org](http://www.avonfoundation.org) for more information.

The Avon Breast Health Outreach Program is administered by Cicutelli 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 52 new 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 on Count Me In at Catherine’s Health Center, please call Karen at 616-336-8800. To learn more about the Avon Foundation for Women, call 1-866-505-AVON or visit [www.avonfoundation.org](http://www.avonfoundation.org).