



greater pittsburgh

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**FOR IMMEDIATE RELEASE**

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### **YWCA Expands Breast Cancer Program with New Komen Pittsburgh Funding**

**PITTSBURGH, PA (April 8, 2009):** The YWCA Greater Pittsburgh's ENCOREplus Program will be able to connect more women to breast cancer information and early detection as a result of new funding from the Pittsburgh Affiliate of Susan G. Komen for the Cure. The YWCA was recently awarded a one-year grant in the amount of \$44,633 from Komen Pittsburgh to expand its outreach efforts to underserved populations.

"We are grateful to the Pittsburgh Affiliate of Susan G. Komen for the Cure for providing the funding to expand and strengthen our ENCOREplus Program," said Magdeline E. Jensen, Chief Executive Officer, YWCA Greater Pittsburgh. "As a result, we will be able to more effectively help women in the Pittsburgh area who are not being reached through traditional means."

The ENCOREplus Program of the YWCA Greater Pittsburgh is a community-based outreach program that provides education, screening, and support services to underserved populations, often to women without sufficient medical insurance. Since 1994, the ENCOREplus Program at the YWCA Greater Pittsburgh has reached more than 75,000 women with information about the importance of early detection of breast cancer and has referred almost 7,500 women for mammograms and clinical breast exams.

Breast cancer is the most common form of cancer in women in the U.S., and the leading single cause of death overall in women between the ages of 40 and 55. According to the American Cancer Society, 9,410 new cases of breast cancer will be detected in Pennsylvania this year and 2,180 lives will be lost. Nationwide, there is a new diagnosis every three minutes and a death from breast cancer every 14 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 ENCOREplus help ensure that all women have access to early detection information and options, even poor and medically underserved women.

For more information on the ENCOREplus Program at the YWCA Greater Pittsburgh, persons may call Yvonne Durham at 412-365-1915.

The YWCA Greater Pittsburgh is a women's membership movement committed to the elimination of racism and the economic empowerment of women and girls. For more information about the YWCA's programs and services, persons may visit [www.ywcapgh.org](http://www.ywcapgh.org) or call 412-391-5100.

The Susan G. Komen for the Cure promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

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