

FOR IMMEDIATE RELEASE: January 13, 2010

CONTACT: Christine Carpenter, 319-266-0194

Beyond Pink TEAM and Iowa Cancer Consortium Award Grant to KBBG-FM 88.1, Covenant Wellness Center, and Cedar Valley African American Breast Cancer

Beyond Pink TEAM, with generous funding from the Iowa Cancer Consortium, selected KBBG-FM 88.1, Covenant Wellness Center, and Cedar Valley African American Breast Cancer Survivors to provide educational and support services to African American women in the Cedar Valley with breast cancer. The winners, selected using a competitive application process, each received \$1000 to assist them in providing culturally specific programs.

KBBG-FM 88.1 will provide and air, “The More You Know” radio program, a five-week, hour-long program celebrating women of color who have survived breast cancer. Experts will participate and offer information, while breast cancer survivors will share their struggles and victories of living with the disease and the role faith plays in their lives.

Covenant Wellness Center will offer Cancer Wellness Scholarships to six African American women with breast cancer who want to continue their fitness/exercise program after they have completed the Covenant Cancer Rehabilitation and Wellness Program and their cancer treatment. The funds will allow income eligible African American women to receive a free six-month membership.

Cedar Valley African American Breast Cancer Survivors’ goal is to establish a local support group. The group will meet on a regular basis and become a member organization of Sisters Network. Sisters Network, a national African American Breast Cancer organization, is committed to increasing local and national attention to the devastating impact that breast cancer has in the African American Community.

“I congratulate KBBG-FM 88.1, Covenant Wellness Center, and Cedar Valley African American Breast Cancer Survivors for this award and for their commitment to advancing Beyond Pink TEAM and Iowa Cancer Consortiums’ priorities and goals of reducing the burden of breast cancer,” said Dee Hughes, chair of the Beyond Pink TEAM. “I am confident that KBBG, Covenant Wellness Center, and Cedar Valley African American

Breast Cancer Survivors will use this grant to effectively engage survivors in making decisions related to treatment and quality of life.”

The Iowa Cancer Consortium was formed in 2001 to coordinate and integrate cancer prevention, early detection, treatment, survivorship and research across the state. The Consortium consists of more than 250 individuals representing over 160 agencies and organizations. As a non profit, 501(c)(3) organization, this partnership strives to reduce the burden of cancer in our state. Visit the Consortium’s website www.CancerIowa.org.

Beyond Pink TEAM is a local non-profit organization whose mission is to increase cancer awareness throughout the Cedar Valley, thereby empowering people to make informed health care choices. Beyond Pink TEAM provides education, support, free and low-cost screening, and advocacy for breast cancer prevention. Members include representatives from health care organizations, public health, local businesses, and consumers. Visit the TEAM’s website www.cedarvalleybreastcancer.org.