



Proceeds from the Go Pink Challenge are used to purchase important technology that will allow us to provide the most advanced care for our patients. In addition, the challenge has enabled us to implement vital programs and services to aid our patients in the healing process of a cancer diagnosis.



The second generation Kathryn Krickstein Pressel MammaVan was made possible through the generous contributions of LPGA star Morgan Pressel Bush, the Morgan Pressel Foundation and the St. Andrews Country Club. The MammaVan travels throughout South Florida to provide early breast cancer detection and easy access to life-saving services; features include customized mammography and exam suites with the most advanced 3-D Mammography –the Senographe Pristina. Since 2010, the MammaVan has performed more than 15,000 mammograms and diagnosed 60 women with breast cancer.

How can you participate in the Go Pink Challenge?

- We encourage you to host your own fundraising event, and we are happy to assist and provide some ideas. You'll join with other women in our community who are stepping forward to host events, large and small, to make a difference in the lives of women in our community. Call us at 561.955.4142 - we look forward to hearing from you.
- Visit donate.brrh.com, click on the Foundation newsletter tab to sign up for monthly updates and "like" the Boca Raton Regional Hospital Foundation's Facebook page.
- **Attend the annual Go Pink Luncheon**, held each October. The Luncheon, which features a nationally known speaker each year, is the region's premiere breast cancer awareness event and is always a sell-out.
- Throughout the year, boutiques, personal services, restaurants, tennis and golf clubs, and other groups and businesses host Go Pink Challenge events and donate all or a percentage of proceeds to the Challenge. Please attend one or all of these fabulous events, and invite your friends!



BAPTIST HEALTH SOUTH FLORIDA

donate.brrh.com

We need your help in the fight against breast cancer... right here in our community.

**Join the
Go Pink Challenge!**



**Boca Raton Regional
Hospital Foundation**

BAPTIST HEALTH SOUTH FLORIDA

At the Schmidt Family Center for Breast Care, more than 100,000 procedures are performed annually to detect and diagnose breast cancer. The Center is recognized for advanced diagnostic techniques as well as groundbreaking research in breast cancer imaging and is a GE Healthcare test site providing patients with innovative new technology.

The Lynn Cancer Institute, located in the Harvey & Phyllis Sandler Pavilion, boasts genetic screening and state-of-the-art technology to treat breast and many other types of cancer.

According to the American Cancer Society's statistics,

**1 in 8
Women**

will be diagnosed with breast cancer during their lifetime.

The Go Pink Challenge is a community-based initiative to raise funds and awareness in the fight against breast cancer. Individuals and businesses within the community host a variety of fundraising events - from spin-a-thons to softball games and shopping parties. Funds raised benefit the Christine E. Lynn Women's Health & Wellness Institute and the Eugene M. & Christine E. Lynn Cancer Institute at Boca Raton Regional Hospital. *If you're interested in hosting a fundraising event for the Go Pink Challenge, contact 561-955-4142 or visit donate.brrh.com*

Go Pink Challenge events help to raise awareness by pairing exciting events with women's health education. Proceeds from the events are used to fund the purchase of technological advancements that are vitally necessary for the early diagnosis of breast cancer. The Challenge has made it possible for the Center for Breast Care to purchase cutting edge technology, including:

- Nine 3D Pristina Mammograms with Sensory Suites
- Nine Supersonic Breast Ultrasound Units with Sensory Suites
- Positron Emission Mammography (PEM)
- Molecular Breast Imaging (MBI)
- Contrast Enhanced Mammography
- 3D Breast Biopsy
- New Boca Clinic Breast Center
- Handicapped accessible, 3D Kathryn Kirstein Pressel Mammo Van

In addition, the Go Pink Challenge has funded the following programs:

- Be-U-tiful Image Enhancement Program
- Breast Cancer Navigation Program
- Charles Levitez Advanced Symptom Support & Individualized Care Program
- Him II Image Enhancement Program



Pinkball Striking Out Breast Cancer



Michelle Stallone
Chair of the Go Pink Challenge

"It's an amazing feeling to know that we come together as a community to make a difference in the lives of so many women that we know and love, and so many others that we will never know. The Go Pink Challenge is an incredible opportunity to help save lives."