

Drumwacket To Go Pink for Breast Cancer Awareness Month

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Illumination to Shine A Light on Women's Breast Health

Trenton, NJ – First Lady Mary Pat Christie announced today that Drumwacket, the Governor's Official Residence in Princeton, will *Go Pink* on Saturday, October 15 for the weekend in honor of Breast Cancer Awareness Month. Breast Cancer is the second most frequently diagnosed cancer among women in the United States, after skin cancer. Mrs. Christie has previously honored two non-profit organizations, *Breast Intentions* and *Curémonos*, as New Jersey Heroes for their work in making a positive difference in the lives of breast cancer patients and survivors in their local communities.

"During Breast Cancer Awareness Month, it's so important that we take time to empower our mothers, daughters, friends and co-workers about their breast health through early detection and the importance of mammograms," said First Lady Mary Pat Christie. "It's also an opportunity for us to honor the strength and courage of breast cancer patients, survivors and their families and also to bring hope and offer emotional support at this critical point in their lives."

According to the American Cancer Society, an estimated 246,660 women in the United States will be diagnosed with invasive breast cancer along with 61,000 new cases of non-invasive (in situ) breast cancer in 2016. Of that number, an estimated 40,450 will lose their fight against the disease.

It is estimated that by the end of 2016, 7,100 new cases of invasive breast cancer will be diagnosed among women in the Garden State. Currently, there are 2.8 million breast cancer survivors living in the United States.

The Christie Administration is committed to the fight against cancer – from the State Cancer Registry, which collects and analyzes cancer statistics, cancer trends and research activities to the New Jersey Cancer Education and Early Detection Program (NJCEED), which provides life-saving screenings, cancer outreach, education and follow-up services to the uninsured to groundbreaking research and collaboration being done in medical facilities throughout the state to provide advanced treatment options to cancer patients.

Breast Intentions is a 501(c) (3) charity started in New Jersey by two high school teens in 2007 after witnessing first-hand the struggles of treating breast cancer in their mother and two aunts, all within the same year. Cousins Erika Rech and Mike Ruane vowed to form an organization to help families navigate through a cancer diagnosis by providing emotional and financial support. Since its inception, *Breast Intentions* has raised over \$1 million for hundreds of New Jersey families. The money raised has purchased wigs, prosthetics, paid living expenses, transportation to and from treatments, co-pays and utility bills. Today, *Breast Intentions* is run entirely by volunteers and all donations go to women in need. The charity is operating chapters in New York, Illinois and Massachusetts. For more information on Breast Intentions visit www.breastintentions.org.

Dora Arias, founder and executive director of *Curémonos* is a Latina breast cancer survivor who founded the grassroots community-based organization to provide education, advocacy and support to medically underserved women dealing with breast cancer. Since its inception, *Curémonos* has educated over 2,000 women on the importance of breast health and early detection of breast cancer while serving approximately 600 medically underserved and underinsured women. Clients are served bilingually, biculturally and free of charge. In addition, the organization has educated over 75 healthcare providers on the cultural aspects and needs of Latinas affected by breast cancer,

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established a support group in Spanish at the Summit YMCA and developed various one-day programs to help breast cancer patients and their families during their time of need, including a "Day at the SPA" which provides a day of pampering and relaxation for *Curémonos* clients at a local salon and "Holiday Cheer" which provides relief to patients in active treatment who are facing financial difficulties during the holiday season. For more information on *Curémonos*, visit <http://www.curemonos.org/>

Governor Christie has proclaimed October as Breast Cancer Awareness Month in New Jersey.

A copy of the Governor's Proclamation [[pdf 397kB](#)]

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