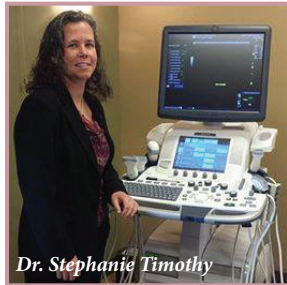


Help us support a growing National challenge

Offering state-of-the-art breast care services to Gunnison County residents



Dr. Stephanie Timothy

TOUGH ENOUGH TO WEAR PINK has committed to ongoing annual support at GVH and we have developed a detailed strategic plan to carry out our goals. Are you aware that the number of people diagnosed with breast cancer are expected to rise by more than fifty percent by 2030? The National Cancer Institute estimates that due to the growing and aging population that by 2030 there will be 441,000 cases of breast cancer diagnosed per year up from the 283,000 cases diagnosed in 2011.

Managing this increase will present a huge challenge for the United States, and Tough Enough To Wear Pink in conjunction with Gunnison Valley Hospital are stepping up to this challenge and dedicating significant funds and resources to improve and advance breast cancer services in Gunnison County. A strategic plan has been developed and is already in the process of implementation, and we want

to share this exciting development with you.

★ **PREVENTION** By the end of 2015, a genetic counseling telemedicine clinic will be available at GVH to provide consultation with a licensed genetic counselor and immediate gene testing if indicated.

★ **SCREENING** By the end of 2015, new mammographic reporting software and breast density evaluation software will be added to the current mammography suite. This will allow faster return of mammogram results and more detailed evaluation of breast density which is now considered to be as significant a risk factor for breast cancer as family history.

★ **DIAGNOSIS** As of June 2015, patients can now have vacuum assisted stereotactic biopsy of mammogram abnormalities

performed at GVH which means no need for traveling and with the new vacuum assisted device, multiple biopsies can be performed through one needle insertion. Breast MRI is another modality that we hope to offer by end of year 2016 and is important for evaluation of dense breasts, high risk patients and further evaluation of breast abnormalities diagnosed through mammogram or ultrasound.

★ **TREATMENT** As of September of 2014, patients can now have consultation with a general/breast surgeon at GVH. Dr. Stephanie Timothy is a board certified general surgeon with special training in oncoplastic and sentinel node techniques. These techniques help improve cosmesis

and decrease side effects commonly seen with breast and lymph node surgery. Dr. Timothy is planning to offer these procedures by mid 2016 as GVH is currently awaiting its state radioactive licensure.

★ **SURVIVORSHIP** We are happy to announce GVH's participation in the STAR program which is an interdisciplinary, evidence-based, oncology rehabilitation service to improve patient outcomes, satisfaction and access to high quality care. STAR programs are committed to improving the quality of life for cancer survivors across the continuum of care, and GVH expects its certification to be completed by end of 2015.

Yes, this is a pretty robust strategic plan and implementation has already begun. We hope with your continued help in supporting Tough Enough to Wear Pink and Gunnison Valley Hospital that we can achieve all of these goals and continue to advance breast cancer services in Gunnison Valley.



GUNNISON VALLEY HEALTH

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Photo by Chris Kaurke

**TOUGH ENOUGH
TO WEAR PINK**

P.O. Box 1203 • Gunnison, CO 81230

www.GunnisonTETWP.com

BUCKIN' FOR BOOBS



TOUGH ENOUGH TO WEAR PINK
"SAVE A RACK"

Please help us fight against breast cancer in the Gunnison Valley!

Photo by Allan Ivy

Cattlemen's Days
**TOUGH ENOUGH
TO WEAR PINK**
Fall 2015 Update



Top
TETWP
fundraiser in
the United States

**WE
NEED
YOU!**

With your generous support
we are fighting breast cancer
in the Gunnison Valley

Thank you for helping us reach our goals!

Through our efforts in purchasing equipment to help breast cancer specifically, we are also helping in other ways including detecting blood clots in the legs or arms, plus evaluating for abnormalities in the liver, pancreas, gallbladder, uterus and ovaries.

- ★ **\$1,595,000** total fundraising
- ★ **\$220,000 fundraising in 2015** at the July Singer Songwriter Concert & Auction
- ★ **\$373,000 funded** in mammograms, ultrasounds and biopsies since 2006
- ★ **\$75,000 in 2015** to help purchase vacuum assisted equipment to allow us to perform ultrasound guided biopsies and stereotactic biopsies at Gunnison Valley Health and prevent patients having to travel to other healthcare centers for these services
- ★ **\$2,228 in 2015 to Living Journeys** to fund individual and group therapy for emotional support
- ★ **\$2,000 to Casting for Recovery** to send two Gunnison County ladies to the 2016 Fly Fishing Retreat for breast cancer survivors
- ★ **\$2,500 in 2015** through Friends of Pink to provide assistance to individuals diagnosed with breast cancer who are impacted financially
- ★ **\$141,000 new state-of-the-art ultrasound equipment** and Gunnison Valley Health hospital staff training in 2014
- ★ **Robes & robe warmers** purchased for mammogram patients in 2012

BREAST CANCER FACTS IN THE YEAR 2015

It is estimated that among U.S. women there will be:

- ★ **About 1 in 8 U.S. women (about 12%)** will develop invasive breast cancer over the course of her lifetime.
- ★ **In 2015, an estimated 231,840 new cases of invasive breast cancer are expected to be diagnosed** in women in the U.S., along with 60,290 new cases of non-invasive (in situ) breast cancer. About 2,350 new cases of invasive breast cancer are expected to be diagnosed in men in 2015. A man's lifetime risk of breast cancer is about 1 in 1,000.
- ★ **About 40,290 women in the U.S. are expected to die in 2015** from breast cancer, though death rates have been decreasing since 1989. Women under 50 have experienced larger decreases. These decreases are thought to be the result of treatment advances, earlier detection through screening, and increased awareness.

- ★ **For women in the U.S., breast cancer death rates are higher than those for any other cancer**, besides lung cancer.
- ★ **Besides skin cancer, breast cancer is the most commonly diagnosed cancer among American women.** In 2015, it's estimated that just under 30% of newly diagnosed cancers in women will be breast cancers.
- ★ **About 85% of breast cancers occur in women who have no family history of breast cancer.** These occur due to genetic mutations that happen as a result of the aging process and life in general, rather than inherited mutations.

Breast cancer in men is rare, but it does happen. It is estimated that among men in the U.S. there will be:

- ★ **2,350 new cases** (this includes new cases of primary breast cancer among survivors, but not recurrence of original breast cancer among survivors.)
- ★ **440 breast cancer deaths.**

Team up with us in funding healing survivor retreats

OUR BREAST CANCER RETREATS take women out of the clinical setting and into nature, where they can relax, share their cancer experience with other survivors, and learn the therapeutic sport of fly fishing. Our breast cancer retreats also include counseling and medical education.

TETWP is covering the costs for two women from the Gunnison Valley to attend the 2016 Casting for Recovery Retreat. The location of the retreat has not been announced yet and there will be an application process soon to choose these women.

Casting for Recovery

Join us on the "Road to Recovery"



LAST YEAR, ROUGHLY 30% of Living Journeys financial grants and support group participants were breast cancer patients. Tough Enough to Wear Pink Cattlemen's Days (TETWP) has become Living Journeys primary partner working to help fund the needs of breast cancer patients. TETWP has granted Living Journeys funds to help support 30% of its support group costs, and is helping to provide financial assistance through direct grants to clients. The TETWP team hiking at the summit hike raised \$7,710, with TETWP team member Rhonda McCay being the top fundraiser raising \$6,230.

TETWP does more than just provide important funding. TETWP and Living Journeys are teaming with the Gunnison Valley Health Foundation and the American Cancer Society to establish a Road to Recover Program. The Road to Recovery Program will provide free transportation to Montrose, Denver, and Grand Junction that will help all cancer patients in the Gunnison Valley receive treatment and services. Additionally, TETWP and Living Journeys are assisting Gunnison Valley Health and Dr. Stephanie Timothy to establish a community wellenss series that will offer programs four times a year. These free informational seminars will bring the latest in cancer topics, services and research to the community. The first of the series took place in October during Breast Cancer Awareness month.

DARCIE PERKINS Executive Director, Living Journeys

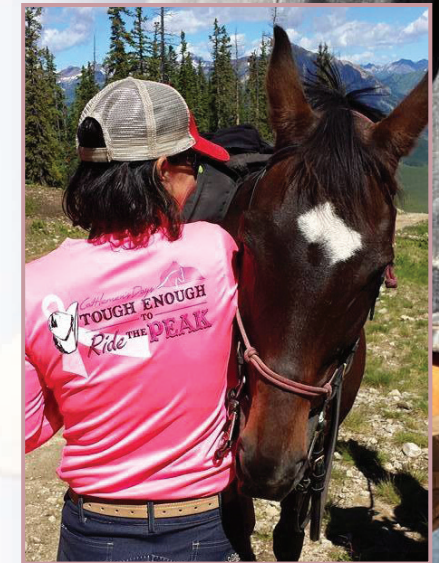


Photo by Chris Rourke

Upcoming fundraising events Mark your calendars for Mountain High Music Festival. From January 13–17, 2016 in beautiful Crested Butte, Colorado. Presented by Dean Dillon, the Mountain High Music Fest will offer patrons the opportunity to listen to the hottest songwriters whose songs come to life with their phenomenal talent. This year's festival will once again raise money and awareness for Tough Enough To Wear Pink and the Adaptive Sports Center, by showcasing the faces, voices and stories behind some of today's biggest hit songs. For more information please visit mountainhighmusicfest.com.



I proudly support Tough Enough to Wear Pink!

Dedicated to providing local funding for breast cancer awareness, prevention, education, support, breast screenings and equipment.

☐ I WOULD LIKE TO JOIN THE BREAST CANCER MOVEMENT IN THE VALLEY AND MAKE A GIFT OF: \$ _____

Name _____ ☐ Please list as anonymous

Mailing Address _____

Phone (____) _____ E-mail _____

☐ Check / Cash Enclosed ☐ Visa ☐ MasterCard ☐ Discover Credit Card # _____ Exp. _____

Signature _____

Please mail to: **Cattlemen's Days Tough Enough to Wear Pink (TETWP)** P.O. Box 1203 ★ Gunnison, Colorado 81230
or make a donation online at www.GunnisonTETWP.com

This gift is: ☐ In honor of ☐ In memory of: _____