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**BREAST CANCER ALLIANCE OF GREATER CINCINNATI WINNER OF THE
2006 NATIONAL BREAST CANCER COALITION FUND'S BEST PRACTICES
IN ADVOCACY AWARDS**

Cincinnati, February 13, 2007—The National Breast Cancer Coalition Fund (NBCCF) has chosen the Breast Cancer Alliance of Greater Cincinnati (BCA) as a recipient of the 2006 Best Practices in Breast Cancer Advocacy Awards. The BCA is being recognized for its strategic, high-impact work in breast cancer research, which serves as a model for other organizations. A total of \$25,000 was awarded to the BCA.

“NBCCF is proud to recognize the BCA for its innovative, effective work,” said Fran Visco, President of the National Breast Cancer Coalition Fund. “NBCCF firmly believes that in order to eradicate breast cancer, incremental change is not enough: we must fundamentally change the systems of research and health care. The BCA has successfully brought meaningful change to the world of breast cancer and exemplifies advocacy in action. The BCA has moved beyond raising awareness to important and impactful action.”

“Since 2003, the BCA has been actively involved with the Breast Cancer and the Environment Research Center at the University of Cincinnati. This Center is funded by a grant from the National Institute of Health and the National Institute of Environmental Health Sciences which specified that breast cancer advocates work with researchers.” said Ann Hernick past BCA President. “As breast cancer survivors, we want to know what causes this disease. We are passionate volunteers that know the research will be stronger because of our involvement.”

The BCA was founded in 1994 by a small group of women who were concerned about the growing number of breast cancer cases in our community. They were determined to become educated about the issues and to advocate for more innovative breast cancer research. Today, the BCA remains an independent, non-profit, all volunteer organization focusing on advocacy, education, and communication. To learn more about the BCA visit: www.bcacincy.org

The BCA is one of seven recipients of the 2006 Best Practices in Breast Cancer Advocacy Awards. In addition to the BCA, they include: The Alamo Breast Cancer Foundation (ABCF), the Inflammatory Breast Cancer Research Foundation (ibcRF), Linda Creed Breast Cancer Foundation (LCBCF), the Georgia Breast Cancer Coalition

Fund (GBCCF), New York State Breast Cancer Support and Education Network, Spencer, and The Rhode Island Breast Cancer Coalition (RIBCC).

The Best Practices in Advocacy awards are made possible by a generous grant from the Breast Cancer Fund of the National Philanthropic Trust.

The National Breast Cancer Coalition is a grassroots membership organization dedicated to ending breast cancer through the power of action and advocacy. Along with its research and education arm the National Breast Cancer Coalition Fund, the Coalition's main goals are to increase federal funding for breast cancer research; improve access to high-quality health care and breast cancer clinical trials for all women; and expand the influence of breast cancer advocates wherever breast cancer decisions are made. For more information, visit www.stopbreastcancer.org.

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