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Press Release

For Immediate Release

National Non-Profit located in...The Woodlands?

The Woodlands, TX (August 5, 2010): For the past year Breast Cancer Charities of America, a national non-profit organization based out of The Woodlands, Texas, has been helping women all across America in their fight against breast cancer through funding of non-invasive breast cancer research and The Help Now Fund.

BCCA is an agent for change. The foundation is dedicated to delivering the message that integrated cancer care techniques like diet, exercise and social support can be as powerful as surgery and drugs to women with breast cancer and healthcare providers.

“Being able to help women really understand that breast cancer is treatable, preventable, and curable through non-invasive means is my goal,” states BCCA Executive Director Erica Harvey. “There is hope beyond surgery – there are not enough people that understand non-invasive options exist.”

BCCA’s program services focuses on conducting research on integrated cancer care and supporting women through their Help Now Fund, which provides emergency financial services to women going through breast cancer. “We help with the basic living expenses that tend to get overlooked such as past due utility bills and rent payments,” Harvey explains.

Sukey Kielman Briggs, 62, a breast cancer survivor and a recipient of The Help Now Fund says “The funds from The Breast Cancer Charities of America helped with a month’s rent on my small apartment, allowing me to keep a roof over my head for another month. I am very thankful”.

Patients that are interested in applying for The Help Now Fund need to have their social worker or nurse contact BCCA’s headquarters for further application information. Currently BCCA is associated with over 200 hospitals nationwide.

For more information or to make a donation, please visit the company website at www.thebreastcancercharities.org or email whitney@igopink.org.

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The Breast Cancer Charities of America (BCCA) is a non-profit organization with new global headquarters in The Woodlands, Texas. With over 25 years of experience in the non-profit industry, BCCA is dedicated to helping thousands of women through our *Help Now Fund* and by funding non-invasive breast cancer research.

