



## **2010 POWER OF PINK FACT SHEET**

The Power of Pink is an annual three-race event in October which raises money to provide early breast cancer detection and follow-up testing for women in Haywood County who are uninsured or underinsured. It was created in 2007 as a collaborative effort between the Haywood Regional Medical Center Foundation, the Haywood County Health Department and a group of dedicated volunteers.

- Since 2007, the event has raised \$39,936 in net revenue
- 100% of net revenue from the event goes to the program
- Since 2007, the program has funded 269 procedures for 219 Haywood County women
- In 2009, follow up testing was added as a procedure covered by POP for women who have a positive first mammogram
- In 2009, 30 relay teams from across Western North Carolina participated in the Pink Relay for Women and 209 individuals in the Pink 4 Mile
- The goals for 2010 are:
  - o Raise \$25,000 in net revenue
  - o 40 relay teams
  - o 300 individuals in Pink 4-Mile