

FOR IMMEDIATE RELEASE

Contact: John Doyle (718) 918-4055
Email: john.doyle@nbhn.net

October 10, 2014

PRESS RELEASE

Jacobi's Team Tackle Gets Help From Real Housewife In Fight Against Breast Cancer
Real Housewife of NJ Star Amber Marchese Visits Bronx Fundraiser in Morris Park

Bronx, NY –On October 6, Real Housewife of New Jersey star Amber Marchese dropped in to F&J Pine Restaurant in Morris Park to help Jacobi Medical Center's Team Tackle raise funds and awareness about breast cancer at its 3rd Annual Tackle Breast Cancer Fundraiser.

Organized by Team Tackle's captain Lisa Bogdany, the event raised more than \$5000 for the American Cancer Society's 2014 Making Strides Against Breast Cancer efforts. Lisa, a fan of Bravo's Real Housewife series, didn't think twice about reaching out to Ms. Marchese, a star of the New Jersey cast and outspoken breast cancer survivor.

"Amber is someone that my generation can relate to and I felt as though she would be able to help us reach a population that wouldn't necessarily think about breast cancer," said Lisa. "When I reached out to Amber, she was more than willing to make the trip to the Bronx to help us out."

When asked why she decided to share her personal struggle with breast cancer on the show, Ms. Marchese was passionate and sincere in her response. "I wanted to use the Real Housewife platform because I knew my message would reach so many young women," she said. "I wanted them to know that breast cancer does not discriminate- it doesn't care about how old you are, the color of your skin, or how much money you have – it can happen to anyone."

-more-

Ms. Marchese decided to support Team Tackle's efforts after learning about Jacobi's comprehensive Breast Health Service. "I was inspired to help Team Tackle because of Jacobi's commitment to caring for women with breast cancer, regardless of their ability to pay," she said. "Having the right 'Dream Team' – your oncologist and breast surgeon – makes all the difference in having a real chance at surviving."

Jacobi's "Dream Team" consists of a multidisciplinary group led by Dr. Maria Castaldi, Chief of Breast Surgery, and Dr. Tarek Elrafei, Chief of Hematology/Oncology. "Early detection and treatment for breast cancer is vital," said Dr. Castaldi. "By courageously sharing her story in such a public forum, Amber may have inspired women to be more aware of their breast health, and ultimately may have even saved lives."

The Breast Health Center, a designated Center of Excellence by the American College of Surgeon's National Accreditation Program For Breast Centers, provides screening and treatment for all types of breast cancer and offers a state-of-the-art digital mammography system. On-site support groups and Patient Navigators are also available to provide guidance for newly diagnosed patients every step of the way. For more information about Jacobi's Breast Health Center, please call (718) 918-4319.



Caption: Jacobi's Team Tackle (in pink jerseys) with Real Housewife of NJ star Amber Marchese. The group raised more than \$5000 for the American Cancer Society.



Caption: Real Housewife of NJ star Amber Marchese (center) with Dr. Tarek Elrafei, Chief of Hematology/Oncology (left), and Dr. Maria Castaldi, Chief of Breast Surgery (right).

About Jacobi Medical Center

Jacobi Medical Center is part of HHC's North Bronx Healthcare Network, which includes North Central Bronx Hospital. A 457-bed teaching hospital affiliated with the Albert Einstein College of Medicine, Jacobi offers numerous centers of excellence including its renowned trauma center, multi-person hyperbaric unit, burn center, surgical intensive care unit, stroke center and regional perinatal center. Jacobi's new Ambulatory Care Pavilion is a stunning complement to its recently constructed inpatient facility and allows staff to provide outpatients with high-quality care in a modern, state-of-the-art environment.

###