

Press Release

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**RUMORS TEAM TO VISIT
THE NEIL AND JANE GOLUB BREAST CARE CENTER
TO PRESENT \$27,000 TO FIGHT BREAST CANCER**

NEIL AND JANE GOLUB & ELLIS MEDICINE OFFICIALS ON HAND TO ACCEPT THE DONATION

NISKAYUNA, NY – Ellis Medicine received a generous donation today of \$27,000 from the Rumors team to fight breast cancer.

Rumors exceeded its goal by raising \$27,000 at its annual fundraiser held in October 2009 at both salons, Rumors Salon & Day Spa and Rumors IV MEN. The funds will support the purchase of a new, state-of-the-art digital mammography “read station” for use by the expert, board-certified radiologists at Bellevue’s Neil and Jane Golub Breast Care Center, supporting Ellis’ ongoing commitment to improve women’s services.

“Ellis is grateful for Rumors’ generosity and steadfast commitment to breast health in our community,” notes Wendy Rosher, Vice President of Clinical Services at Ellis Medicine. “Through its continued support of the Neil and Jane Golub Breast Care Center, Rumors contributes important resources for the detection, diagnosis and treatment of breast disease. For Rumors’ staff members to collectively donate more than 450 hours of their own time to raise a record amount of money, certainly shows a deep level of compassion and commitment to others.”

For the past ten years, the Rumors team has volunteered its time and proceeds from all services on the last Sunday of October, during Breast Cancer Awareness Month. Since 2005, the team has donated its funds to the Neil and Jane Golub Breast Care Center. In all, Rumors has raised and donated more than \$125,000 to Bellevue.

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“We’re grateful to the many men and women in our community who supported our fundraising efforts,” says Rumors partner Marri Aviza. “Breast cancer touches nearly everyone – whether it’s a loved one, friend, colleague, or acquaintance, many of us know someone with breast cancer. That’s why we make a commitment each year to help educate our clients about the disease and join the fight against breast cancer.”

“Every woman is at risk for developing breast cancer,” notes Rumors partner Lisa Norgrove. “The Rumors team does a great service for the community by raising funds and awareness. The more we know, the better we can protect those we love. “

About Breast Care Services at Ellis Medicine:

Ellis Medicine provides women with comprehensive services, support and expertise for complete breast health across our three locations. From routine screening mammograms to more involved procedures for the timely detection, diagnosis and treatment of breast cancer, our team of breast health specialists is equipped with the most advanced technology.

Ellis is proud to provide an important additional service, through our new Nurse Navigator. If the diagnosis is cancer, the Nurse Navigator helps connect patients with the expertise and information they need; from breast and reconstructive surgeons and medical and radiation oncologists to education and support groups. The Nurse Navigator helps ensure that care is streamlined, personalized and timely.

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