



Support Connection and Northern Westchester Hospital Receive \$5,000 from THE GYM to Promote Breast Cancer Awareness

Armonk, NY (January 5, 2009) – Support Connection, a breast and ovarian cancer non-profit in Yorktown Heights, and Northern Westchester Hospital recently received a \$5,000 donation from THE GYM in honor of the 25th anniversary of National Breast Cancer Awareness Month. The Armonk-based facility is a longtime supporter of cancer-related causes.

“Support Connection is so grateful to THE GYM, its staff, and members for helping us increase awareness and raise funds for our free breast and ovarian cancer support services,” said Katherine Quinn, Executive Director of Support Connection. “They have also helped us reach out to members of the community who might be in need of our support.”

Founded in 1996, Support Connection provides one-on-one peer counseling, workshops, wellness classes, public education outreach, and referral services to women diagnosed with breast and ovarian cancer – along with friends and families – in Westchester, Putnam, and Dutchess counties. They have a toll-free support and information line (1-800-532-4290) enabling them to help people across the country. With Support Connection, if you’re living with breast or ovarian cancer, you don’t have to face it alone.

In appreciation of this fundraising support, Hatsy Vallar, President of the Northern Westchester Hospital Foundation, commented, “NWH is honored that THE GYM hosted this series of fundraisers on our behalf. The donation is deeply appreciated and is a shining example of the community support that enables NWH to offer incredible programs like the Breast Institute that support women’s health in our community.”

A team of industry leading medical professionals at The Breast Institute at Northern Westchester Hospital offer specialized oncology care that includes Aesthetic Oncology™, reconstructive breast surgery, and comprehensive cancer treatment. This team approach to patient care is provided in a respectful, patient-centered, and nurturing environment that incorporates advanced technologies to ensure women receive the highest standard of quality care.

“Cancer not only affects the person diagnosed, but their family and friends as well,” said Jamie Nicastri, General Manager at THE GYM. “I can’t think of a better way to raise awareness about the need for Breast Cancer treatments than to help Support Connection and Northern Westchester Hospital – both organizations bring so much hope to people’s lives right in our own backyard.”

Aside from skin cancer, breast cancer is the most common cancer diagnosed in women across the United States. In Westchester County, annual incidence rates of cancer have increased in recent years, though mortality rates have decreased, due in part to the influence of awareness, education, and improved treatment. In 2008, female breast cancer accounted for 15 percent of all cancer cases and almost nine percent of all cancer deaths.

Nicastri continued, “Last year, we held an incredibly successful single-day Pink Fit Benefit for Support Connection. We were so moved by the organization’s mission that we expanded our efforts in 2009 to raise even more.”

A variety of fundraisers were held at THE GYM spanning the month of October. Opportunities for giving included “Run for Funds” treadmill donations, open house classes, a Chinese auction, wine tasting, and kids costume party.

Renee Palompelli, Spa Project Manager at THE GYM, gave pink hair extensions to approximately 400 at H.C. Crittenden Middle School and Byram Hills High School. Palompelli lost her mother to the devastating disease.

THE GYM is located on 99 Business Park Drive, Armonk, NY. Please call (914) 219-1601 or visit www.GetToTheGym.com for more information. For the latest updates, follow THE GYM on Facebook (THE-GYM-Armonk-NY).

About Northern Westchester Hospital

Founded over 90 years ago, Northern Westchester Hospital is a 233-bed facility serving Northern Westchester, Putnam, and Southern Dutchess Counties. It has long been recognized as one of the region's premier healthcare providers, offering state-of-the-art care in a community setting. With all private patient rooms, dedicated and compassionate nursing and support staff and more than 600 highly qualified physicians on its medical staff, Northern Westchester Hospital offers a complete range of diagnostic, medical and surgical services on an emergency, inpatient and outpatient basis. For more information, visit www.nwhc.net or call (914) 666-1200.

About Support Connection

Support Connection, Inc. is a 501 (C) (3) not-for-profit organization that provides free, confidential support services and programs to people affected by breast and ovarian cancer. Founded in 1996, Support Connection is based in Yorktown Heights, N.Y., but through their toll-free hotline and website they serve people throughout the country. Services include: One-on-one peer counseling and support groups, offering women the opportunity to connect with other cancer survivors; ongoing wellness classes; Holistic health workshops; public educational programs; information; referral services and a toll-free cancer information and support hotline (1-800-532-4290.) Support groups and other programs are often offered outside of business hours at convenient locations in Westchester, Putnam, and Dutchess counties. To learn more, visit www.supportconnection.org or call (914) 962-6402.

About THE GYM

THE GYM is Westchester Country's a complete lifestyle and fitness center, designed to promote healthy living in a first class atmosphere. The health club's unique approach integrates specialized training programs with nutrition and weight management counseling for total body conditioning and optimal fitness. THE GYM is known for its superior quality equipment, expert staff and special amenities, including a clothing boutique, juice bar, escape spa, Sage Yoga and child play area. The staff's attentive service and the facility's health club's array of programs and services provide guests with a state-of-the-art experience. THE GYM is located on 99 Business Park Drive, Armonk, NY. Please visit www.GetToTheGym.com or call (914) 219-1601

Press Contact:

Kelly Lee/Rachel Mackles

Co-Communications

914-666-0066

kelly@cocommunications.com



Left to right: Jeff Rivers, Partner, Founder and the Vice-President of Operations, THE GYM; Jamie Nicastri, General Manager, THE GYM; Hatsy Vallar, President, Northern Westchester Hospital Foundation; Dana Hawryluk, Membership Director, THE GYM; Katherine Quinn, Executive Director, Support Connection; Renee Palompelli, Spa Project Manager, THE GYM; and Jamie George, Boutique Manager, THE GYM; with a check for \$5,005 made out to the two non-profits.