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**FOR IMMEDIATE RELEASE**

**“Over 60 Florida Breast Cancer Advocates Turns Washington, D.C. Pink for 2009 Annual Advocacy Training Conference and Lobby day”**

**Hallandale, FL (May 15, 2009)**-Washington D.C. was painted pink by nearly 900 people who gathered from May 2nd - 5th to hear the latest breast cancer science and public policy news at the 2009 Annual Advocacy Training Conference and Lobby day. Over 60 Florida breast cancer advocates from Florida met with Florida representative and senators, such as Senator Bill Nelson, Congresswoman Debbie Wasserman-Schultz, and Congresswomen Ileana Ros-Lehtinen speaking on the National Breast Cancer Coalition 2009 Legislative Priorities; guaranteed access to quality health care for all and \$150 million for FY10 for the Department of Defense Breast Cancer Research Program. Florida Breast Cancer Coalition Research Foundation (FBCCRF) Programs Manager Jessica Parker stated that "This was an amazing experience to be around all these empowering women to discuss the importance of breast cancer awareness and research".

The hundreds of dedicated breast cancer survivors, family and friends who attended this year's conference in Washington, D.C. learned about the latest in breast cancer research and sciences, explored emerging issues in public policy and medical practice, and built and strengthened political advocacy skills. Leading scientists and researchers discussed and debated new and often controversial issues in the struggle to diagnose, treat, cure-and ultimately end-breast cancer.

After three days of extensive training at the National Breast Cancer Coalition Fund's Annual Advocacy Training Conference, members of Florida Breast Cancer Coalition Research Foundation joined breast cancer survivors, and other activists working to end this deadly disease, for a full day of Capitol Hill meetings. FBCCRF members discussed breast cancer public policy issues with their elected officials during NBCC's annual Lobby Day and urged them to support NBCC agenda. In addition to briefing Florida lawmakers about NBCC's priorities, we shared information about the Framework for a Health Care System Guaranteeing Access to Quality Health Care for All, which was developed last year and unveiled during the 2008 conference.

This was an experience like no other with record breaking attendance and progress that was made during this year Annual Advocacy Training Conference and Lobby day. FBCCRF looks forward to traveling back up to do it all again next year to continue to make strides. Together we WILL end breast cancer!

**About the Florida Breast Cancer Coalition Research Foundation**

Florida Breast Cancer Coalition Research Foundation (FBCCRF) is a 501 (c) (3) grassroots organization with the mission to end breast cancer through education, advocacy, and research. FBCCRF works statewide to raise awareness and mobilize Floridians to ensure sufficient public funding for breast cancer research, quality health care for all without fear of discrimination and an environment free of carcinogens. FBCCRF is the only organization in the State of Florida with the End Breast Cancer license plate. All monies raised stay in the State of Florida to support advocacy, education, and research programs for Florida residents.