



Press Contact: Jeffrey Leebaw
(732) 524-3350

FOR IMMEDIATE RELEASE

**3rd Annual “Walk for Diane”
Supports Early Breast-Cancer Detection
For Women In Financial Need**

Sunday, Oct. 23 at Buccleuch Park in New Brunswick

Learning that you have breast cancer is jarring enough. To be told your cancer is Stage IV is devastating. That’s the news Diane and John Goodwin received in 1993.

“Although my wife had a late-stage diagnosis, she lived for 16 years with a high quality of life,” Goodwin said. “Not everyone is that fortunate. That’s why it is so important to detect and treat this disease early to allow each woman a chance at having a good outcome.”

Diane succumbed to her illness in 2009 at age 53 but not before becoming an inspiration to many for her positive outlook and strong desire to help others going through a similar experience or those who might one day get the same news.

The 3rd Annual “Walk for Diane” – honoring her strength and courageous fight -- is scheduled on Sunday, Oct. 23 in Buccleuch Park, New Brunswick, to help support the cost of annual breast-cancer screenings for women in financial need.

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The 5K walk begins at 9:00 a.m. (check-in at 8:00 a.m.) -- originating and ending in the park at the intersection of Easton Avenue and Huntington Street across from Saint Peter's University Hospital.

The event is sponsored by The Amy Feiman Behar Foundation for Cancer Prevention, Inc., which helps women, 40 and older, obtain annual screening mammograms if they are without health insurance and have other financial concerns. The foundation, based in North Brunswick, was created in memory of Amy Feiman Behar, a close friend of Diane's, who died of breast cancer in 2007 at 49.

"The Amy Foundation, along with its many volunteers, helps provide the funding needed so that those less financially fortunate can get examined regularly," said Goodwin, who lives in South Brunswick. "In the two years since Diane's passing, I have been blessed with meeting many motivated and dedicated people involved in the struggle against breast cancer. Some are survivors, and others are supporters. All are important in the fight against this disease. Together, we are united in an undertaking to make a difference. Please join us."

Since 2007, The Amy Foundation has partnered with Saint Peter's University Hospital to promote awareness of the early detection of breast cancer, and to enable more than 1,000 uninsured and underinsured women to receive a yearly and potentially life-saving mammogram. Recently, the foundation teamed up with Robert Wood Johnson University Hospital to expand its program beyond screening mammograms to support diagnostic ultrasound for women whose screenings suggest suspicion of cancer.

The Walk for Diane registration fee is \$15 per person and each registrant is asked to raise at least \$70 (half the cost of a screening mammogram) using the foundation's online fundraising tool at www.firstgiving.com.

For more information, please visit www.amyfoundation.org.

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