

Media Inquiries: Kristin Jones at (203) 576-6431 or krjones@stvincents.org



Photo Caption (l to r): Pictured here are Trumbull resident Gigi Berg of Aquarion Water Company, Brian Williams of NBC Nightly News with his wife, Jane Stoddard Williams, a WICC radio show host, and Joyce Riccio, Esq. who practices law in Fairfield, at the 13th Annual St. Vincent's SWIM Across the Sound Breast Cancer Luncheon. The fundraiser was held on Friday, October 17, 2008 at the Holiday Inn in Bridgeport. Berg and Riccio served as co-chairs of the event, which raised more than \$200,000 to help women in the community battling breast cancer and to fund free mammograms for the elderly and underserved. The SWIM also provides wigs and prostheses, medication assistance, free transportation to treatments and appointments, day-care scholarships and support groups in addition to other types of financial assistance on a case-by-case basis.

St. Vincent's SWIM Across the Sound Raises More Than \$200,000 for Breast Cancer Patients and Programs

Bridgeport, CT, October 27, 2008 – St. Vincent's SWIM Across the Sound held its 13th Annual Breast Cancer Luncheon on Friday, October 17 at the Holiday Inn in Bridgeport. Co-chaired by Gigi Berg of Aquarion Water Company and Joyce Riccio, Esq. who practices law in Fairfield, the luncheon was attended by approximately 500 guests and raised more than \$200,000 for the SWIM's breast cancer programs. These programs help women right here in the community battling the disease and provide free mammograms for the elderly and underserved. The SWIM provides wigs and prostheses, medication assistance, free transportation to treatments and appointments, day-care scholarships and support groups in addition to other types of financial assistance on a case-by-case basis. Thanks to underwriting sponsorships, 100% of the proceeds will go to the funding of these programs.

This year's featured speaker, New Canaan resident Jane Stoddard Williams, is a WICC radio show host and philanthropist. She is the wife of NBC Nightly News Anchor Brian Williams.

Stoddard Williams shared her personal own experiences with the disease, discussing what she described as the “unnecessary loss of Brian’s sister, Mary Jane,” who passed away from stage two breast cancer. “(Mary Jane) was the eldest of four, the mother of five and a foster parent who accepted and took care of everyone,” she said.

Stoddard Williams praised the SWIM, “I was introduced to the SWIM during the WICC Radiothon. It was a powerful introduction, and I become more and more impressed with what the SWIM does all the time,” she said.

She concluded by reading a list of names of all the women she has known who’ve suffered from breast cancer and then said, “Let’s not stop giving until everyone on your list and mine survives.”

Oxford resident Sandy Reyes, Mobile Mammography coordinator at St. Vincent’s SWIM Women’s Imaging Center, was honored for her work in supporting the women of Fairfield County through mammography outreach and breast cancer awareness promotion.

St. Vincent’s SWIM Across the Sound

St. Vincent’s SWIM Across the Sound is a charitable, grass roots organization run by St. Vincent’s Medical Center Foundation. For 21 years, the SWIM has had a unique niche, providing cancer education, screening and prevention programs at low- or no-cost for the elderly and underserved. In addition, the SWIM helps individual cancer patients on a case-by-case basis with specific needs, such as the funding of wigs and prostheses, medication assistance, free transportation to treatments and appointments, day-care scholarships, support groups and more. The charity raises funds through events such as the SWIM Marathon, Breast Cancer Luncheon, Walk/Run for Cancer and Prostate Cancer Celebrity Dinner. Wherever possible, the SWIM covers costs and expenses of events through corporate sponsorships, and staffing overhead is covered by the St. Vincent’s Medical Center Foundation. The SWIM’s main area of reach is eastern Fairfield County, but outreach programs extend to other areas of Connecticut with the SWIM’s Hartford Chapter and annual fund raisers for New Haven County, as well as support for Connecticut’s first responders and correction officers with cancer. The SWIM’s Teen SmokeStoppers program has reached 100,000 children throughout the entire state to date. The SWIM raised \$2.65 million in the 2008 fiscal year and helps more than 20,000 people annually. For more information, contact the St. Vincent’s Medical Center Foundation at (203) 576-5451 or visit www.swimacrossthesound.org.