

## **Rose of Hope Luncheon raises \$550,000 to support Norma Pfriem Breast Center services for patients and families**

WESTPORT, CT (June 9, 2017) – Over 500 guests at the June 7 Rose of Hope Luncheon in Westport helped raise \$550,000 for Norma Pfriem Breast Center to provide care and support to breast cancer patients and their families.

“We’re really lucky in my family that we have each other for encouragement and love,” keynote speaker Christie Brinkley said. “But some women who are uninsured or underinsured need help to get the same quality care as those who can afford the best help.”

“That’s where you and your support of the breast center come in,” the actress, model and philanthropist told the audience “You make it possible for every single woman to receive comprehensive, lifesaving care.”

Brinkley noted that the center helps women through all stages of their breast cancer journey, from providing information about risks to getting mammograms and even finding ways to pay their utility bills or buy groceries while they undergo treatment.

The breast center’s role was underscored by former patient Jennifer Warren. “I had a few bumps in the road but came through with flying colors,” Warren said. “The breast center made me feel like I landed in the right place. From where I’m standing in front of all of you, I can see what love looks and feels like.”

Another highlight of the luncheon was the presentation of the Rose of Hope Award to Merrill Lynch Wealth Management (MLWM) for its philanthropic support of the breast center. MLWM was the lead corporate event sponsor.

Guests also heard an uplifting performance by the Bethel Gospel Assembly Choir.

“This was the 17th year of the Rose of Hope Luncheon and the generosity of sponsors and donors has helped us have a positive, often life-changing impact on thousands of women and families,” said Dr. Donna Twist, the center’s executive director and vice president of the Bridgeport Hospital Foundation. “As a 100 percent philanthropy-supported organization, we could not carry out our mission without such selfless community support.”

Part of Bridgeport Hospital and Yale New Haven Health, Norma Pfriem Breast Center has served more than 30,000 women and their families since its launch in 1999 and is accredited by the National Accreditation Program for Breast Centers.

The center provides a wide range of diagnostic care and treatment at its Bridgeport Hospital, Fairfield and Trumbull locations, including medical oncology, surgical and chemotherapy services, plastic surgery, mammography and radiation therapy, and genetic risk assessment as well as opportunities to participate in clinical trials. The center also provides comprehensive women’s wellness services, including nutrition counseling, massage and Reiki therapy, wig and prosthesis fitting, counseling, yoga, Pilates, naturopathic medicine, and other patient support activities.

The center is a member of the prestigious National Consortium of Breast Care Centers. For more information call 203-255-5300 or visit [bridgeporthospital.org/cancer/breast](http://bridgeporthospital.org/cancer/breast).

*Bridgeport Hospital, part of Yale New Haven Health, is a 383-bed acute care hospital (plus 42 beds licensed to Yale New Haven Children’s Hospital) serving parts of Fairfield and New Haven counties. The hospital admits more than 20,000 patients and receives nearly 300,000 outpatient treatments annually. The Connecticut Burn Center at Bridgeport Hospital is the only burn center in the state and one of only 64 verified burn centers in the United States.*

*Photo caption #001:*

(l-r) Keynote speaker Christie Brinkley and Dr. Donna Twist, Norma Pfriem Breast Center executive director and vice president of the Bridgeport Hospital Foundation

*Photo caption #002:*

(l-r) William R. Tommins, Southern Connecticut market president, Bank of America Merrill Lynch;

keynote speaker Christie Brinkley; and Katie Flaherty, Merrill Lynch Wealth Management regional complex director and district manager

**John Cappiello** Media Relations Coordinator 267 Grant St. Bridgeport, CT 06610  
**Phone:** 203-384-3637 **Fax:** 203-384-3943 **Cell:** 203-556-9790 **Email:**

YaleNewHavenHealth  
Bridgeport Hospital

[John.Cappiello@bpthosp.org](mailto:John.Cappiello@bpthosp.org)