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Subject: Pink is the Color of Awareness
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Hair Chalet would like to extend a warm and sincere thanks to Dr. Nikki Conte and Ms. Charlotte Munnerlyn, as well as all of you who participated in our first annual breast cancer awareness event on Sunday, October 11th.

Additionally, we were able to gain local media attention, and the following article was published today October 13, in New Jersey's Star Ledger!

Again many thanks, and looking to our next event!

Essex County News

Local coverage of Newark and more from The Star-Ledger

In Maplewood, pink is the color of awareness - Page 2

But New Jersey still ranks among the top 10 states for breast cancer incidence and mortality, department statistics say.

Kathy Blair, who owns and runs the Hair Chalet on Springfield Avenue, hosted a cancer-prevention event Sunday night that drew nearly 50 people and went nearly two hours longer than scheduled.

Blair, whose shop caters to a mostly black clientele, said she took up the effort for both simple and more complex reasons.

"I get involved first because I'm a woman and because 90 percent of my clientele are women," she said.

Blair, who is black, said she sensed another imperative: Black women sometimes lack the resources, financial and otherwise, to take on the disease before it becomes critical, she said.

"We're not always up on our health, mostly because of finances," Blair said.

While the incidence of breast cancer in black women is less than it is for white women, as of 2006 the mortality rate for black women attributable to the disease was 38 percent higher than for white women, according to the American Cancer Society.

"We get our cancer diagnoses too late, and the later you get it, the worse you do," Williams said. That is where effort can translate into meaningful action, she said.

"If we can't get rid of cancer, we can at least get rid of the treatment gap or the prognosis gap that African-American women have in this part of New Jersey," Williams said.

Participating businesses have informational displays and donation collection canisters. All funds raised by the partnership during the event will be donated to a University of Medicine and Dentistry of New Jersey cancer-screening and education program.

More information on breast cancer awareness events in Maplewood can be found on the Springfield Avenue Partnership's Web site, www.springfieldavenue.com.

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Peace & Blessings

Kathy

