

# Campaign raises more than \$300,000 for breast health centre

By Darlene Polachic  
for The StarPhoenix

Saskatoon's Francesca Pagnin is a perfect example of the difference a person with a cause can make — a campaign she launched has raised more than \$300,000 for the new Breast Health Centre in Saskatoon.

Pagnin is a breast cancer survivor who knows firsthand how valuable the centre will be to the women of Saskatchewan.

Her personal experience with breast cancer prompted her to begin Campaign 'NPink, which has been raising funds toward the purchase of equipment for the facility,

which will open in spring of 2006.

Campaign 'NPink began in March 2004 with the launch of Pagnin's book *Reflections 'NPink on the Wings of Love*.

The book documents her personal journey with breast cancer. Pagnin also designed a butterfly pin/pendant that incorporates the breast cancer ribbon as the butterfly's head and antennae, and the word "love" in its wing pattern. Thanks to a donation by Concentra Financial, the campaign's title sponsor, all proceeds from book and pin sales are going to the Breast Health Centre.



Pagnin

"This was a survivor campaign," Pagnin said. "It began as a grassroots movement and turned into a groundswell that swept all over the whole province. Seventy-seven Saskatchewan communities participated. I made presentations about the Breast Health Centre and shared my own story with its spiritual aspect of healing and the power of prayer.

"The people of Saskatchewan contributed to the campaign by making donations and buying the book and pin. The response was phenomenal."

The result is equally phenomenal. Pagnin has single-

handedly raised well over \$300,000 for the centre, which will be located at Saskatoon City Hospital. It is a significant portion of the \$4.4 million needed to construct the breast health facility.

The official end of the Campaign 'NPink was marked recently with a chocolate 'NPink gala at Dutch Growers that featured chocolate fountains, chocolate desserts and clouds of pink balloons for the 1,400 people who attended.

More than \$18,000 was raised at the gala.

The final total for the Campaign 'NPink will be announced in the new year when all books and pins are sold.