

THE STARPHOENIX and SASKATOON CITY HOSPITAL FOUNDATION  
invite you to continue supporting

# Campaign 'NPink for Saskatchewan's first Breast Health Centre

sponsored by



## A MESSAGE FROM THE TITLE SPONSOR

*"By conquering breast cancer and mounting this campaign, Francesca is an inspiration to us all," said Co-operative Trust President and CEO Myrna Bentley. "Her strength, warmth and generous spirit are reflected by our staff and the people within our communities. We are honoured to support this initiative and are confident that Saskatchewan people will too."*

## Saskatchewan, you are second to none!

Local breast cancer survivor/advocate, Francesca Iosca-Pagnin, creates Campaign 'NPink to raise funds for Saskatchewan's first Breast Health Centre. All funds raised from the sale of books and pins ('NLove) have been earmarked for the purchase of equipment for the Centre to be located at Saskatoon City Hospital.

Says Iosca-Pagnin, "it was another dream come true. On May 6, 2004, the beautiful Atrium of Saskatoon City Hospital became a sea of pink with standing room only! An estimated 600 people attended. There is no place else in this whole wide world that I would rather live than in Saskatchewan. Saskatchewan people are second to none!"



For more photos from Evening 'NPink visit [www.reflectionsinpink.com](http://www.reflectionsinpink.com)

### Evening Party 'NPink:

The Kick-off to Campaign 'NPink held on May 6, 2004, raised \$46,000. Campaign 'NPink is ongoing until all books and pins are sold. We are a third of the way there!

One of the highlights of the evening - and there were many - came when Myrna Bentley, President and CEO of **Co-operative Trust Company of Canada**, presented a cheque for \$25,000 to the Campaign 'NPink as title sponsor of the campaign.

### *The strong grassroots level of support was evident in donor presentations:*

In a tremendous show of community spirit, **Credit Unions across the province** have joined in supporting the Campaign 'NPink. Many are selling the books and pins in their branches, and many have held or are planning fundraising events. St. Mary's Credit Union raised money at a "Be Seen In Jeans Day". There are ongoing events at the New Community Credit Union and Saskatoon Credit Union, including raffles and bake sales. Kenaston Credit Union held a walk-a-thon on May 21st.

Walter Salmaso and Roberto Pagnin, co-owners of **Taverna Italian Restaurant**, were proud to donate to the Campaign 'NPink. "The women of our province deserve the very best in breast health care," Roberto says.

A donation is being made on behalf of the **Saskatoon Italian Canadian Association**. "Francesca is a very dear friend of mine," says Giorgio Pianto. "We think this is an excellent venture for the hospital, and we are very committed to Mrs. Pagnin's campaign."

"We thought it was the right thing to do," says Jody Cason. Funds were raised at **The Bay's 'Girls Time Gala'** as well as through the individual efforts of sales associates.

The **Primrose Chateau** invited Iosca-Pagnin to come and sign books during their book and pin sale. "The seniors of the residence rallied in amazing support for Francesca's campaign," says Lynne Johnston.

Tillie Aessie, Saskatoon Diocesan President of the **Catholic Women's League** (CWL), says "breast cancer can strike each of us in different ways. Being a Catholic Christian organization, we show our love of God and love of our neighbours by giving and sharing our gifts, and watch wonderful things happen."

**Market Mall** supported the campaign with its **Mother's Day 'NPink** event, which Iosca-Pagnin attended. According to Betty Anne Fisher, "the fact that this was a local campaign, with proceeds going to a local breast health centre, really clinched it for us."

**Klassique Designs** also announced that for every bustier purse sold in the store in 2004, it will donate five dollars to the Campaign 'NPink.

### Reader's comments submitted to Credit Unions:

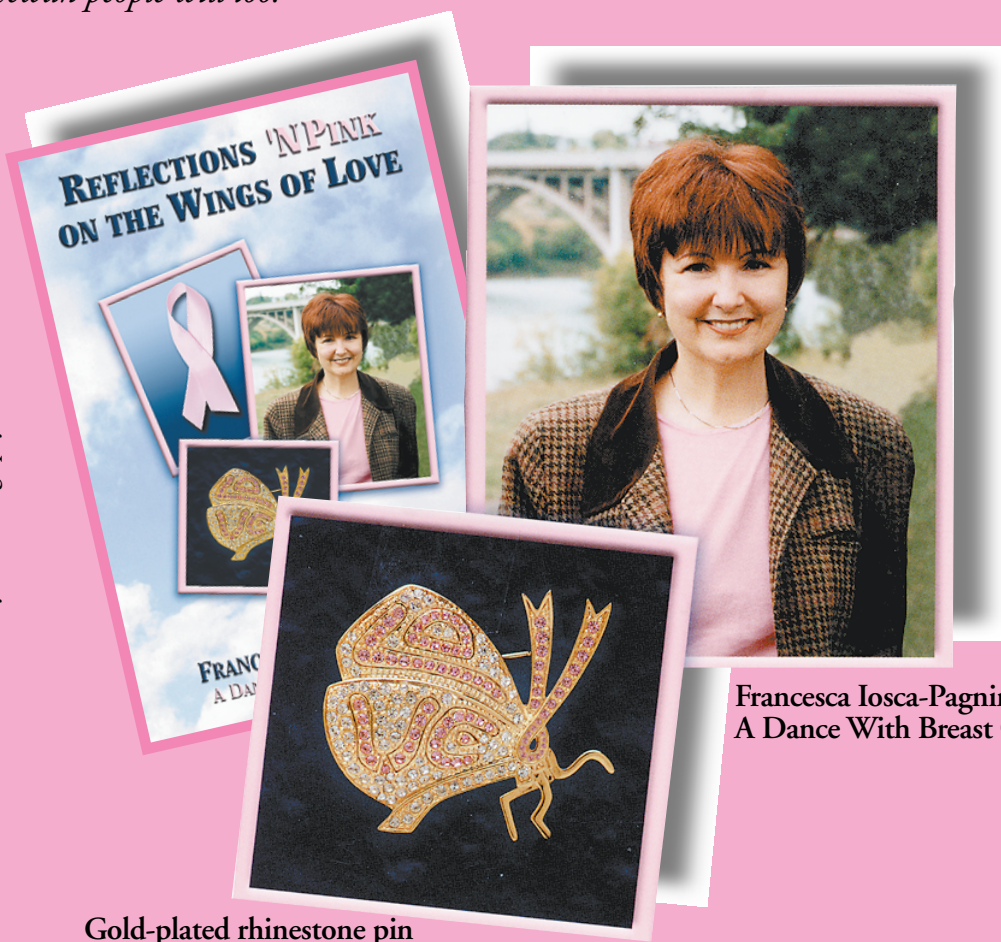
*"I will definitely tell anyone and everyone how this book is a "must read" and one to be kept to reread in the future..."*

*"... What a wonderful story and one that definitely gives women everywhere hope and comfort."*

*"I was totally moved by Francesca's story..."*

*"I was totally riveted and could not put the book down..."*

Photo by f:11 Photography



Francesca Iosca-Pagnin  
A Dance With Breast Cancer

Gold-plated rhinestone pin

## Saskatchewan, you are called to ACTION!

Participate by: • Buying a book (\$27.00 including taxes)  
• Buying a pin (\$23.00 including taxes)

Credit Unions in Saskatchewan have embraced a Survivors Campaign 'NPink. Books and pins available (until May 31st) at:

- BCU Financial (Battlefords Credit Union - 10 locations)
- City Employees Credit Union
- Kenaston Credit Union
- Muenster Credit Union
- New Community Credit Union
- PAGE Credit Union • Saskatoon • Watrous • Sedley • Regina
- Saskatoon Credit Union (7 locations)
- St. Mary's Credit Union
- Teachers Credit Union • Saskatoon • Regina
- Saskatoon City Hospital Gift Shoppe (available until sold out)

or on-line at [www.reflectionsinpink.com](http://www.reflectionsinpink.com)

### Special Recognition to:

- Connie Abrook • Tillie Aessie • Carmela Amico • Lorraine April • Giovina Bolla • Verna Carr • Jody Cason • Catholic and Public Boards of Education • Catholic Women's League • Irene Danaher • Dennis' Computer Services • Lorea Eufemia • Betty Anne Fisher • Donaldal Gerstmar • Judy Johnston • Rick & Lynne Johnston • Carm Michalenko • Mary Nordick • Lisa Rendall • Alice Risling • Saskatoon Churches • Therese Vany-Boechler for an outstanding job co-ordinating the involvement of participating Credit Unions • Santana Urbano and the students of St. Mark School • Sheila Zanidean • Anna Cristofoli • Darlene Fix • Cristina Pagnin • Rob Pagnin • Rosemarie Nesbet • Sarah Nesbet • Lucia Soldo • Franco Soldo

### Evening 'NPink Sponsors:

- 650 CKOM • C95 • Rock 102 FM
- CJWW 600 • Hot 93 FM • Magic 98.3
- Co-op
- CTV
- DHS Communications
- Friesens
- Global
- Globe Printers
- HBC • The Bay • Zellers • Home Outfitters
- Listowel Trophies
- Market Mall
- Music by 3Pack
- New Community Credit Union
- PAGE Credit Union
- Saskatoon City Employees Credit Union
- Saskatoon Credit Union
- Saskatoon Italian Association
- Shaw
- St. Mary's Credit Union

- Taverna Italian Restaurant
- Teachers Credit Union
- The StarPhoenix

### Evening 'NPink Door Prize Sponsors:

- Clinique, The Bay
- Cory-Parke Flowers
- Etceteras
- Fifth Avenue Collection, Cornell Bueker, Independent Jeweller
- Gentries Women's Fashions, Scotia Centre
- Harden Huyse Chocolates, Ice Cream & Coffee
- Klassique Designs
- Paramount Day Spa
- Saskatoon Symphony Society
- Spa Ahava
- The Picnic Basket
- Bev Wildeman, Local Artist

*The \$46,000 raised to date will help equip Saskatchewan's first Breast Health Centre. Located at Saskatoon City Hospital, it will provide patients with a one-stop centre equipped with the latest breast imaging and diagnostic tools. Mammography, breast biopsies, ultrasounds, MRI and nuclear medicine will all be available to assist physicians in diagnosing breast abnormalities in the earliest stages possible.  
For more information call 655-8489 or visit [www.centreofcare.com](http://www.centreofcare.com)*

Saskatoon City Hospital Foundation  
**Centre of Care  
Campaign**  
for Saskatchewan's first  
Breast Health Centre