



Contact: Christina Koenig
Breast Cancer Network of Strength
312-294-8534
ckoenig@networkofstrength.org

Kim Durk
Durk Rion Public Relations
(312) 492-7722
kim@durkrion.com

**Y-ME NATIONAL BREAST CANCER ORGANIZATION® ANNOUNCES
NEW NAME TO MARK 30TH ANNIVERSARY**

*Non-Profit Unveils Name Change to
Breast Cancer Network of Strength™*

CHICAGO—May 11, 2008—Y-ME National Breast Cancer Organization®, the nation’s oldest national breast cancer organization, announced on Mother’s Day that it is changing its name to Breast Cancer Network of Strength™.

The organization’s mission—to ensure through information, empowerment and peer support, that no one faces breast cancer alone—will not change.

“The goal of our re-branding is to better communicate our mission,” says Breast Cancer Network of Strength CEO Margaret C. Kirk. “We want to encourage more people touched by breast cancer to take part in programs and services and truly experience the power of peer support and the immediate emotional relief it provides.”

Breast Cancer Network of Strength’s logo quickly communicates breast cancer by using a stylized pink ribbon. The four figures are each a different color to visually express that breast cancer does not discriminate and that Breast Cancer Network of Strength is here for anyone touched by breast cancer – men and women; families and friends; and people of all backgrounds. The figures connect with each other to demonstrate support through a network.

At the direction of the organization’s board of directors, the process of conducting comprehensive research for an updated brand identity began in April 2007. Various measurements were taken into consideration and the organization explored possible names and images with audiences such as patients, the general public, oncology nurses, sponsors and other partners.

The new name and logo were tested to ensure that they reflected the specific attributes that the organization wants to embody: friendly, trustworthy, strong and modern.

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Adopting a new name that is perceived as strong, positive and trustworthy and that highlights peer support services, Breast Cancer Network of Strength better conveys the primary benefit of the organization's mission—strength—through information, empowerment and peer support.

Peer Support: Introducing *YourShoes*TM

Breast Cancer Network of Strength's peer support model is well differentiated in the breast cancer patient advocacy environment. The organization's premier peer support service dates back 30 years to when it was founded: a hotline staffed exclusively by breast cancer survivors. YourShoes is the umbrella name for all of the organization's peer support services.

YourShoes encompasses the 24/7 breast cancer support center with real-time interpreters available in more than 150 languages for telephone conversations; match programs, e-mail-based support; the ShareRing Network, a monthly, one-hour teleconference; and survivor-facilitated support groups.

Peer counselors and facilitators are rigorously trained and certified. They don't give medical advice—they are not medical professionals—but they can help people make educated decisions by providing information about procedures and treatment options.

About Breast Cancer Network of Strength

Breast Cancer Network of StrengthTM, formerly known as Y-ME National Breast Cancer Organization®, provides immediate emotional relief to anyone affected by breast cancer.

YourShoesTM is Breast Cancer Network of Strength's peer support program that includes a 24/7 breast cancer support center staffed by trained breast cancer survivors providing peer support through a toll-free hotline, e-mail and support groups.

Breast Cancer Network of Strength raises money to fund YourShoes, outreach programs, breast health awareness workshops, wigs and prostheses banks for women with limited resources, and advocacy on breast cancer related policies.

For more information about Breast Cancer Network of Strength, visit www.networkofstrength.org. Peer counselors may be contacted at 1-800-221-2141, with interpreters available in more than 150 languages.

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