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**“Florida Breast Cancer Foundation Presents  
2010 Education and Advocacy Conference”**

**FOR IMMEDIATE RELEASE**

**Hallandale, FL (April 14, 2010)** - The Florida Breast Cancer Foundation is proud to announce it’s annual Education and Advocacy Conference taking place on Saturday, April 24th at the Crowne Plaza Hollywood Beach from 9:00am to 4:00pm. The **one-day conference** provides the community-at-large the opportunity to hear about the latest cutting, edge research from scientific grant recipients funded by monies from the Florida specialty **End Breast Cancer** license plate. The conference will offer educational sessions featuring breast cancer experts, researchers, and advocates, as well as informational community resource display tables.

The 2010 **“FBCF’s Education and Advocacy Conference”** will be filled with informative programs and seminars on a variety of intriguing topics all focused around breast cancer. The conference will begin with presentations from Florida breast cancer specialists: Ann Fonfa, President of Annie Appleseed(Keynote luncheon speaker); Robert P. DerHagopian, M.D., Surgical Oncologist; Paula Holland De Long, Founder of What’s Next For My Life, Inc.; Susan Luck, R.N., Founder of the Earthrose Institute; Shahla Masood, M.D., Medical Director of Shands Jacksonville Breast Health Center; Alvaro N.A. Monteiro, Ph.D.; Antoinette Muirhead, Oncology Massage Therapist; and Jonathan R. Weiser, M.D., Diplomate of the American Board of Plastic Surgery.

This annual event has been developed to present breast cancer research findings, funded by the monies raised from the Florida specialty **End Breast Cancer** license plate, as well as educating participants on advocacy and how to advocate for The **Florida Breast Cancer Foundation**.

“We are very excited to be hosting such a phenomenal community event which not only links all our statewide breast cancer advocates, but also directly links everyone to our critical mission of ending breast cancer through advocacy, education, and research,” says James Konschnik, CEO of the Florida Breast Cancer Foundation.

Breast Cancer is the most commonly diagnosed cancer among women in the United States and worldwide (excluding skin cancer). The Florida Breast Cancer Foundation would like to formally invite you to attend its upcoming 2010 **Education and Advocacy Conference** to learn more about breast cancer and find out ways to get involved. Please register by calling 954-454-4156 or emailing [Join@FloridaBreastCancer.org](mailto:Join@FloridaBreastCancer.org). Seating is limited. If you are interested in being a sponsor contact Muriel Sommers (954) 454-4156 or email [Muriel@FloridaBreastCancer.org](mailto:Muriel@FloridaBreastCancer.org). Please visit [www.FloridaBreastCancer.org](http://www.FloridaBreastCancer.org) for more details about the Education and Advocacy 2010 Conference.

**-More-**

***The 2010 “FBCF’s Education and Advocacy Conference” Fundraiser is proudly sponsored by the following:  
AstraZeneca, Baptist Health Breast Center, Crowne Plaza Hotel Hollywood Beach, Florida Breast Cancer  
Foundation, Memorial Regional Hospital South, and Toshiba Business Solutions South Florida.***

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**About the Florida Breast Cancer Foundation**

*Florida Breast Cancer Foundation (FBCF) is a 501 (c) (3) grassroots organization with the mission to end breast cancer through advocacy, education, and research. FBCF works statewide to raise awareness and mobilize Floridians to ensure sufficient public funding for breast cancer research, quality health care for all without fear of discrimination, and an environment free of carcinogens. FBCF is the only organization in the State of Florida with the End Breast Cancer license plate. All monies raised stay in the State of Florida to support advocacy, education, and research programs for Florida residents and institutions.*