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**GILDA'S CLUB SOUTHEASTERN WISCONSIN, INC.
 ROLLS OUT COMMUNITY-BASED CANCER SUPPORT PROGRAM**

MILWAUKEE, Wisconsin (April 26, 2011) – On a mission to bring its full spectrum of free cancer support to various neighborhoods throughout Greater Milwaukee, officials at Gilda’s Club Southeastern Wisconsin announced today the roll out of its community-based cancer support program in response to the August 2010 closing of the organization’s central clubhouse in Shorewood. As a result, the program will now be delivered in eight different Milwaukee-area locations including hospitals, businesses and community organizations.

With a goal of reaching more people in more places, the Gilda’s Club free program of cancer support is now currently offered or scheduled to take place at the Jewish Community Center (JCC), Whole Foods, Froedtert Clinical Cancer Center, JCC Rainbow Day Camp, Agape Community Center, Waukesha Hispanic Resource Center, Kingo Lutheran Church and CORE/EL Centro. Each location will offer one or more groups or activities that comprise the cancer support program including: support and networking groups; educational seminars and workshops; social connections; healthy lifestyles; and resources and referrals. The free program, offered to men, women and children living with cancer, is designed to help identify and address their specific needs and concerns across the entire continuum of cancer – from diagnosis, treatment and post-treatment, to long-term survivorship and/or end of life.

Detailed program information includes:

FACILITY	PROGRAM EVENT/ACTIVITY
Jewish Community Center 6255 N. Santa Monica Blvd. Whitefish Bay, WI	<u>Breast Cancer Networking</u> <i>Support group for those touched by breast cancer</i> <u>Family & Friends Group</u> <i>Support group for adult family members and friends of those living with cancer</i> <u>Gynecological Cancer Networking</u> <i>Support group for those who've experienced gynecological cancer</i> <u>Post-Treatment Networking</u> <i>Lecture, discussion and support group for those who've finished cancer treatment and are wondering, what's next?</i> <u>Wellness Group</u> <i>Support group for men and women living with cancer</i>

- more -

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FACILITY	PROGRAM
Froedtert Hospital 9200 W. Wisconsin Avenue Milwaukee, WI	<u>KidSupport™</u> <i>A support group for children ages 5 to 12 who have a family member or friend in cancer treatment. May 11-June 8</i> <u>Parenting through Cancer</u> <i>A support group for parents with children dealing with cancer. May 11-June 8</i>
JCC Rainbow Day Camp Trails End Road Fredonia, WI	<u>Kid Support™ goes to Rainbow Day Camp</u> <i>A day camp experience for children ages 5 to 12 who have a family member or friend in cancer treatment. June 27 – July 1</i>
Whole Foods 2305 N. Prospect Avenue Milwaukee, WI	<u>"Food for Life"</u> <i>A four-class series that focuses on healthy nutrition, cooking tips, and the healing power of plant-based foods. April 28-May 18</i>
The Agape Community Center 6100 N. 42 nd Street Milwaukee, WI	<u>"Frankly Speaking about Cancer: Coping with the Cost of Care"</u> <i>Practical information and tips for dealing with the cost of cancer treatment featuring speaker Brad Zimmerman, Certified Oncology Social worker with Aurora Advanced Healthcare and Susan Mingesz, Clinical Program Director at Gilda's Club. April 28</i>
Waukesha Hispanic Resource Center 210 NW Barstow Avenue Waukesha, WI	<u>Cancer Support Group</u> <i>Support group in Spanish for men and women whose lives are touched by cancer</i>
Kingo Lutheran Church 1225 E. Olive Street Shorewood, WI	Spring social activities, visit www.gildasclubsewi.org .
CORE/EL Centro 611 W. National Avenue Milwaukee, WI	Cancer support program information forthcoming. Visit www.gildasclubsewi.org for updates.

Executive Director of Gilda's Club Trish Haudricourt explains that the goal of organization's community-based cancer support program is to reach more people living with cancer by *bringing* the program to where they work, live and worship. "We've found that people living with cancer are more likely to engage in the program if it's offered in their neighborhood, so in essence we are bringing cancer support to people where they live – through hospitals, schools, places of worship, community centers, businesses and neighborhood organizations throughout Greater Milwaukee. Currently we are delivering the program in eight locations, but there are many more on the horizon." Haudricourt went on to say, "We all know that for every person diagnosed with cancer, countless family members and friends are touched. By reaching out to individuals in various communities, we reduce the number of people facing cancer alone."

For more information on the cancer support program at Gilda's Club, visit

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www.gildasclubsewi.org or call Gilda's Club at 414.962.8201, ext. 102

The mission of Gilda's Club Southeastern Wisconsin, Inc. is to ensure that all people impacted by cancer in Greater Milwaukee are empowered by knowledge, strengthened by action, and sustained by community.

Gilda's Club Southeastern Wisconsin, Inc. is an affiliate of the **Cancer Support Community**, an organization leading the charge to define and implement a new standard of cancer care for all people affected by cancer. The organization provides psychological and social support through a network of more than 50 affiliate centers and more than 100 satellite locations, in addition to online support services. As part of the Cancer Support Community, Gilda's Club Southeastern Wisconsin, Inc. will continue to make a difference in the lives of millions who are touched by cancer and ensure that no one has to face cancer alone.

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