



Breast cancer support today.

## **Y-ME: the only place in the world where you can call 24 hours a day, 7 days a week, 365 days a year to talk to a breast cancer survivor**

We're returning to our original name, Y-ME, with a reinvigorated focus on our original mission.

### **Y-ME's 32-Year-Old Mission**

Y-ME National Breast Cancer Organization™ is the only place in the world where someone can call – 24 hours a day, 7 days a week, 365 days a year – and talk to a breast cancer survivor and be understood in 150 languages.

We are needed now more than ever. Despite advances in breast cancer research and treatment, there is still no substitute for talking to someone who's been in 'your shoes' after a doctor tells you that you have cancer.

Call 1-800-221-2141 to reach the YourShoes® 24/7 Breast Cancer Support Center.

Our mission to ensure no one faces breast cancer alone remains unique, and the need for breast cancer support today is as critical as it was when the organization was founded 32 years ago.

When our co-founders Ann Marcou and Mimi Kaplan met, they bonded as they discovered they had asked themselves the exact same thing when they each heard their diagnoses: Why me? What started with two women at a kitchen table in the south suburbs of Chicago grew to be a national organization of survivors helping fulfill the needs of hundreds of thousands of people seeking information and emotional support over the years.

We want to nurture the passion of Y-ME National Breast Cancer Organization's early days and we are focused on ensuring that we can continue to grow and meet the needs of the next generations we serve.

Over the years, we have found that the name Y-ME portrays the mission completely and "says it all." The Y-ME brand is enormously well known, extremely well loved and exceptionally well respected. We will be integrating the return of our original name throughout the coming months.

### **YourShoes® 24/7 Breast Cancer Support Center**

Through our core program, YourShoes®, we provide survivor-to-survivor peer support like no other organization. Y-ME is special among breast cancer organizations because of our unwavering commitment to providing emotional relief, whether it is to a newly diagnosed woman, someone making end-of-life decisions, or co-survivors who accompany loved ones with breast cancer along the way.

In December, Y-ME leadership attended the biggest breast cancer research meeting in the world, the San Antonio Breast Cancer Symposium, where we connected with medical professionals, industry partners, patient advocates and other key stakeholders. Without exception, the news of our renewed focus on our core program and mission was received enthusiastically.

For those of you who came to know us more recently—when we were briefly known as Breast Cancer Network of Strength—we welcome you to Y-ME, a name used for more than 30 years!

**(more)**

**Thank You**

We know that what we do is special and we are honored to support patients on their breast cancer journeys. Help us continue to do this important work so we can meet growing needs.

*"You know you just can't call your friend in the middle of the night on a holiday. I can't believe there was someone just waiting to take my call! Thank you!"*

—YourShoes® Caller

On behalf of the thousands of survivors and their families and friends who call us, thank you for all of your support and good will over the years.