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2009 BUSINESS WOMEN'S FORUM WELCOMES NOTABLE DONATION FOR BREAST CANCER AWARENESS

Suffield Floral Designer Donates All Centerpiece Arrangements

HARTFORD, CT, September 22, 2009 – Dr. Ellen Durnin, Chairwoman of the **2009 Business Women's Forum (BWF®)**, has announced that



master floral designer, Ruth Loiseau, owner of **Ruth L in Suffield, Connecticut**, will donate – completely free of charge – all the floral rose centerpieces at the September 29th **2009 BWF® (www.2009bwf.com)** at the Convention Center in Hartford, Conn. “Ms. Loiseau has also offered the BWF members the opportunity to sell these stunning floral centerpieces for \$30 each at the end of the Forum,” stated Dr. Durnin. “The BWF has chosen to donate 100% of all proceeds to the non-profit organization, “**Are You Dense?**” (www.areyoudense.org). Nancy M. Cappello, Ph.D., founder of Are You Dense, Inc. is

an early cancer detection advocate who has fought for groundbreaking legislation for women with dense breast tissue, and won, who will co-present, “Think Pink”, a workshop on breast cancer early detection during the 2009 BWF®. “Detecting breast cancer early,” stated Dr. Cappello, “will save your life.”

Dr. Ellen Durnin, Dean, Graduate Studies and External Programs at Western Connecticut State University in Danbury and Waterbury, explained, “In 2009, we are celebrating the 27th year of being Connecticut’s largest and longest-running full-day annual conference for women. This year’s theme is ‘Bouncing Back: New hopes, New dreams, New ways’. Robin Roberts, anchor with ABC-TV’s “Good Morning America”, and our keynote speaker, is a survivor of breast cancer. We are confident Ms. Roberts will be very appreciative of this notably generous donation by Ruth Loiseau to help raise awareness and funds for the ongoing fight against breast cancer.”



Master floral designer, Ruth Loiseau stated, "My mother is a breast cancer survivor and a huge fan of Robin Roberts. She was going through treatments soon after Ms. Roberts, and she so appreciated Ms. Roberts speaking of her personal day-to-day treatments. The BWF® is such a wonderful event that attracts over 1,000 women each year, so I thought it was a fantastic opportunity for me to give back to Ms. Roberts and people like her who continually strive to build awareness to help find a cure for breast cancer."

Robin Roberts has been a popular anchor with ABC-TV's "Good Morning America" since 1995. Prior to "GMA", she was a much-heralded reporter, interviewer, host and play-by-play commentator with ESPN in Bristol, Connecticut from 1990 to 2005. On September 29th, she will stand before the 100 tables adorned by Ruth L rose arrangements as 2009 BWF's afternoon keynote speaker.

In addition to being owner of Ruth L in Suffield, CT, Ruth Loiseau is an accomplished lecturer in the Art of Floral Design. She has worked with the White House Administrations of Ronald Reagan, George H.W. Bush, William J. Clinton, and George W. Bush. During the Clinton Administration, Ms. Loiseau received the *Certification of Appreciation* presented by Hillary Clinton. She remains employed by The White House Flower Shop for special events as requested by the current Obama Administration. Ms. Loiseau also possesses an extensive list of clientele throughout New England and the Mid-Atlantic states.

Dr. Ellen Durnin commented, "For the past 27 years, the Business Women's Forum has featured such prominent, high-profile keynote speakers as Goldie Hawn, Jamie Lee Curtis, Suze Orman, Jane Seymour, Susan St. James, Chris Madden, Ann Curry, Jack Ford, and Faith Popcorn. We are tremendously delighted to welcome the creative talents, and admirable generosity of Ruth Loiseau to our growing roster of contributions from accomplished and successful women."

Nancy Cappello, PhD, commented, "We are delighted that BWF has chosen to donate 100% of the proceeds from the floral arrangements to our organization. I am touched by BWF's generous gesture and the personal connection Ms. Loiseau has with breast cancer through her mother's cancer diagnosis." Dr. Cappello was diagnosed five years ago with an advanced stage breast cancer after having "normal" mammograms. She explained that the non-profit "Are you Dense?" organization is dedicated to informing the public about dense breast tissue and its significance. "It is critically important for women to know about their breast density for the early detection of breast cancer. We are dedicated to raising breast density awareness through our website and the media, informational materials and speaking to the public about what I call the best kept secret of dense breast tissue. We also advocate for changes in public policies and breast cancer detection guidelines, and support new and existing research for the early detection of breast cancer for women with dense breast tissue. Our goals are also to raise awareness about the physical, mental and spiritual aspects of living with the disease."

During the "Think Pink" workshop on September 29th, Dr. Cappello and Beth Sieling, MD, FACS, a fellowship-trained breast specialist, will help participants recognize whether they may

need a mammogram, ultra sound or an MRI to detect breast cancer early, and the critical importance of early detection as research demonstrates that reducing mortality from breast cancer depends upon the stage of cancer at diagnosis.

Tickets for the 2009 Business Women's Forum are \$175/person, which includes continental breakfast, lunch and the closing wine and cheese reception. For more information and to purchase tickets, visit **www.2009bwf.com**.

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