



The Greater Buffalo United Accountable Healthcare Network

**For Immediate Release  
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## **MEDIA ALERT**

**GBUAHN goes pink with YourCare Health as Breast Cancer Awareness Month winds down  
Health and wellness event will offer assistance with applying for *free or low-cost* health insurance**

- WHAT:** The Greater Buffalo United Accountable Healthcare Network (GBUAHN), in partnership with YourCare Health Plan, is going pink for Breast Cancer Awareness Month. The organizations are holding a health and wellness event that includes assistance in applying for or renewing free or low-cost health insurance with YourCare marketplace facilitated enrollers. The Pink Bus will also be there, with health care providers offering free mammograms. Other vendors on-site include ECMC and OurCurls - a not-for-profit that empowers women of color diagnosed with cancer and offers free ethnic wigs, makeovers, and support groups.
- WHY:** A recent Susan G. Komen survey of WNYers revealed that low income/medically underserved women in the city of Buffalo are the least likely to understand the importance of mammograms/screening and are unclear about breast cancer risk factors. This event will provide breast cancer education and prevention advice and is conveniently located on Buffalo's Lower West Side. There will be free healthy snacks, giveaways, a raffle and more.
- WHO:** Representatives from GBUAHN  
Representatives from YourCare Health Plan  
Health care providers from ECMC  
Representatives from the Center for Hospice and Palliative Care
- WHEN:** **Monday, October 30, 2017**  
**11:00 a.m. – 3:30 p.m.**
- WHERE:** **GBUAHN**  
**564 Niagara Street, Building 2**  
**Buffalo, NY 14201**