



## NEWS RELEASE

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### ***Riverside Community Bank Debuts Pink Ribbon Debit Card***

Rockford, IL – You’ll have no trouble finding it in your wallet and every time you pull it out and use it, you’re helping prevent breast cancer.

At a press conference today at Crusader Community Health’s location on Broadway in Rockford, Riverside Community Bank launched a new Pink Ribbon Debit Card, with a portion of the proceeds benefitting Crusader Community Health.

“It is estimated that one in eight women will be diagnosed with breast cancer. More than 200,000 will be diagnosed this year. The good news is that when breast cancer is detected in the early, localized stage, the 5-year survival rate is 98 percent. Riverside Community Bank wants to help give every woman in the Rockford community access to the tests and screenings that can save lives,” said Gina Caruana, Riverside Community Bank’s Vice President/Retail Manager.

To do that, Riverside Community Bank is introducing a new Pink Ribbon debit card. When the black and pink card is used for signature-required, credit transactions, a portion of the fees collected will benefit the Crusader Community Health Women’s Center, where women can receive clinical breast exams and preventative care at an affordable cost. This money will help increase access for low-income women who are eligible for Crusader Community Health’s sliding fee scale.

“The lack of access for these preventative services is demonstrated by a waiting list of more than 200 women for the Illinois Breast and Cervical Cancer Program coordinated by the Winnebago County Health Department” noted Nancy Halverson, Chief Quality Officer, Crusader Community Health. “That program provides our low-income female patients with the breast exams they need.”

((more))

((Pink Ribbon Debit Card – continued))

Crusader Community Health is one of 1200 community healthcare clinics in the country. Last year it served 44,684 local residents through its four locations, many of whom were women and children. It is Crusader's mission to provide high quality health care for all patients, regardless of their ability to pay. Visit [www.crusaderhealth.org](http://www.crusaderhealth.org) for more information.

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