



Bay Area Cancer Connections Celebrates 25 Years *Unveils New Logo and Website*

Palo Alto, CA — October 2, 2018 — Bay Area Cancer Connections (BACC), the largest nonprofit educator and free support network serving anyone affected by breast and ovarian cancer in the Bay Area, is launching the celebration of its 25th year with a new logo and [website](#).

“In the last 25 years, BACC has served thousands of women dealing with breast and more recently ovarian cancer, by offering medical research information pertaining to their diagnosis and free classes to support, encourage, and connect our clients to the community,” said BACC executive director Rina Bello. “As we look ahead to the next 25 years, I see exciting growth potential with our recent merger with The Latina Breast Cancer Agency, our new look and an increased push toward fundraising so we can help even more individuals affected by breast and ovarian cancer.”

The new logo consists of a pink ribbon with a teal outline, signifying the colors associated with both breast and ovarian cancer. The website redesign features the new logo along with the Golden Gate Bridge in a vibrant pink illustrating the region BACC supports. The logo and website were designed by [Evans Larson Communications](#).



“The new look and website content offer clarity and a re-energized look for BACC which matches the direction in which we are moving,” Bello said. “We hope to attract more women and men, including a younger demographic that may need assistance or would like to support our efforts. Our hope is that more individuals can benefit from the many wonderful services offered by our team and the hundreds of volunteers who help us fulfill our mission of supporting anyone affected by breast or ovarian cancer with personalized services that inform and empower.”

Services offered by BACC include:

- More than 50+ **free** events each month
- Personalized assistance understanding a diagnosis by our on-staff medical research scientists

- One-on-one counseling
- More than 12 different types of support groups
- Special presentations that address specific cancer topics/issues/advances
- A boutique offering **free** wigs, hats, breast prostheses, bras, swimsuits and more - with complimentary fittings
- Online and in-center research resources
- An educational and affordable annual conference featuring innovators and leaders in breast cancer and ovarian care and research

About BACC

Bay Area Cancer Connections (BACC) is the region's largest nonprofit educator and support network serving those affected by breast and ovarian cancer. The agency offers a wide range of free, personalized services designed to inform and empower individuals, including emotional support, cancer education, counseling and more. In addition, BACC provides low-income, uninsured women and men with access to critical screening and diagnostic services for breast health issues. For more information go to bayareacancer.org.

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