



FOR IMMEDIATE RELEASE

Oct. 25, 2020

Contact: Wendy Marano

856-382-6463

marano-wendy@cooperhealth.edu

The Cooper Foundation's 11th Annual Pink Roses Teal Magnolias @Home Raises More Than \$600,000 for Breast and Gynecologic Cancer Care and Research at MD Anderson Cancer Center at Cooper

CAMDEN, N.J.— The Chairman of Cooper University Health Care Board of Trustees, George E. Norcross, III, announced today that The Cooper Foundation's Pink Roses Teal Magnolias @Home raised more than \$600,000 for breast and gynecologic cancer research and clinical programs at MD Anderson Cancer Center at Cooper. This year, the annual event went virtual. To view the Pink Roses Teal Magnolias @Home video program, [click here](#).

“Support from Pink Roses Teal Magnolias, even in the midst of a global pandemic, enables us to continually develop new services, expand our research capabilities, grow our outreach and educational programming, and serve as a beacon of hope for women across the region,” said George E. Norcross, III. “This year, we are proud to honor the healthcare heroes at MD Anderson at Cooper for their dedication to our patients during this extraordinary time.”

Since the first brunch in 2010, Pink Roses Teal Magnolias has raised more than \$7 million to support research, the Patient In Need Fund, new technology, survivorship programs, the Diane Barton Complementary Medicine Program and other patient initiatives.

“I am deeply grateful for the generosity of our dedicated supporters, especially in these challenging times,” said Philip A. Norcross, Chairman of The Cooper Foundation Board of Trustees. “Though we will miss the in-person brunch this year, the ongoing support of Pink & Teal is a testament to the strength of cancer survivors, their friends, their families and our community.”

The 11th Annual Pink Roses Teal Magnolias event was originally scheduled as the traditional in-person brunch, which draws more than 900 people each year to the Crowne Plaza in Cherry Hill. However, due to the COVID-19 pandemic, the event went virtual this year, highlighting the cancer programs it supports and thanking donors, sponsors and community partners.

“Cancer doesn't stop even in a pandemic, so we are grateful for the efforts of The Cooper Foundation and all of our supporters to raise funds and awareness for breast and gynecological cancer treatment and research at MD Anderson at Cooper,” said Kevin O'Dowd, JD, co-CEO of Cooper University Health Care.

The virtual program also pays special tribute to Cooper's healthcare professionals at MD Anderson at Cooper – from valet attendants, housekeeping staff and call center team to

screeners, techs, nurses, physicians, physical therapists, social workers and support staff as they have faced each new challenge with bravery and dedication to our patients.

“All of us at Cooper, especially our dedicated clinical and support staff at MD Anderson at Cooper, are grateful for the community’s ongoing support which helps us to provide the highest level of services and care to our patients,” said Anthony J. Mazzealli, MD, JD, MBE, co-CEO of Cooper.

COVID-19 presented new challenges to Pink Roses Teal Magnolias. This year, in addition to the virtual program, The Cooper Foundation engaged the community by hosting a socially-distant outdoor brunch and golf outing on Oct. 5, chaired by Liz and Ron Jaworski at Ramblewood Country Club, an online quilt auction, as well as outdoor yoga, baseball and motorcycle fundraisers, and other community partner events. The Cooper Foundation also established the Susan Bass Levin Ovarian Cancer Endowment Fund, giving donors the opportunity to continue their support in the fight against women’s cancer.

“This year has been life changing and heartbreaking for so many of us in so many different ways, but cancer did not stop,” said Susan Bass Levin, an ovarian cancer survivor, Co-Chair of Pink Roses Teal Magnolias and former President/CEO of The Cooper Foundation. “Pink & Teal, and its sisterhood of strength and hope, continues to be an inspiration for so many women and their families who face a cancer diagnosis – and that’s why we must keep fighting.”

Pink Roses Teal Magnolias @Home was co-chaired by community members Donna Forman, Cherry Hill; Ilene Grossman, Voorhees; Janet Knowles, Moorestown; Josephine McGinniss, Mt. Laurel, and Carolyn Shelby, Westampton, along with MD Anderson at Cooper leaders Generosa Grana, MD, Francis Spitz, MD, David Warshal, MD, Anthony Dragun, MD, Catherine Loveland-Jones, MD, Roland Schwarting, MD and Todd Siegal, MD.

About The Cooper Foundation

The Cooper Foundation serves as the philanthropic, community outreach and community development arm of Cooper University Health Care, one of the largest health systems in southern New Jersey with over 100 outpatient offices and its flagship, Cooper University Hospital located in Camden, N.J. Learn more at <https://foundation.cooperhealth.org>.

About Pink Roses Teal Magnolias

With the power of hope and the strength of sisterhood, Pink Roses Teal Magnolias supports fellow cancer survivors and advocates for research and care to find a cure for women’s cancer once and for all. Since 2010, fundraising for Pink Roses Teal Magnolias has totaled more than \$7 million. All funds stay local and are used to support research, the Patient In Need Fund, new technologies, the Survivorship Program, and the Dr. Diane Barton Complementary Medicine program, which utilizes therapies designed to lessen the pain, stress and anxiety associated with cancer while supporting mainstream medical care at MD Anderson Cancer Center at Cooper.

About MD Anderson Cancer Center at Cooper

MD Anderson Cancer Center at Cooper is South Jersey’s leading cancer center. Through our partnership with MD Anderson Cancer Center – a world-renowned cancer center – our patients have access to cancer treatments that are among the most advanced in the nation. Our multidisciplinary, patient-centered approach to cancer care combines the expertise of our

highly skilled cancer specialists with innovative diagnostic and treatment technologies, and groundbreaking clinical trials.

MD Anderson at Cooper takes a disease-site specific approach to cancer care, where experts from every area of cancer medicine work together to ensure each patient receives the best possible care from diagnosis to treatment, recovery, and beyond. Patients also have access to our full range of supportive care services throughout their cancer journey. Learn more at MDAndersonCooper.org