

FOR IMMEDIATE RELEASE

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AMM's Bowling for Breast Cancer 2014 Raises over \$8,300 for Cause

MT. LAUREL, NJ – The Association of Medical Media (AMM) announced today that it raised over \$8,300 at its 5th AMM Bowling for Breast Cancer fundraiser, held July 22, 2014 at Frames Bowling Lounge in New York City. Over 170 AMM members and medical media professionals joined together to raise awareness and money to benefit BreastCancer.org. Attendees enjoyed an evening of bowling, eating and mingling with friends and colleagues. AMM sent a check for over \$8,300, representing the net proceeds from the event, to BreastCancer.org.

Industry sponsors supporting this event included American Academy of Family Physicians, Haymarket Oncology, Healio.com, HemOnc Today, Kantar Media, Mayo Clinic Proceedings, MediScripts, Oncology Times, and *The Journal of Family Practice* as well as a host of donations from additional medical media partners for the on-site raffle.

AMM wishes to extend their sincere gratitude and thanks to all who donated and attended to make this event such a success. Plans for the 2015 event are already underway. Help AMM meet its goal to raise over \$10,000 for this great cause in 2015.



About BreastCancer.org

BreastCancer.org is a non-profit organization and the world's leading online resource for breast health and breast cancer information. Since the organization started, BreastCancer.org has reached more than 28 million people from 230 different countries around the world. With more than 6,000 pages of original, expert-reviewed content, BreastCancer.org offers users the most reliable, complete and up-to-date breast health and breast cancer information available. This invaluable resource is free to all.

About AMM

The AMM is a non-profit organization, whose name reflects its membership: medical publishing firms, content providers and associated companies in the medical communications field. The members of AMM share a commitment to editorial integrity, professional sales standards, and the promotional value of medical advertising — both print and online. AMM is dedicated to fulfilling our clients' integrated needs through programs designed to show publishers and advertisers the synergies, efficiencies and strategies for print and online marketing. Through regular networking opportunities and our unique industry partnerships, we aim to be the leader in the future development of medical media.

AMM is dedicated to advancing the value and future of professional medical media. The AMM provides forums and resources for advancing professional medical media by establishing best practices, research and innovation through deep collaboration with a fully engaged diverse media community. Membership benefits include access to proprietary information, relevant education sessions, professional development and valuable network opportunities to address constant change while advocating for the growth and future of medical media.

Look for more details on this event and future AMM events and fundraisers on the AMM website at www.ammonline.org.

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