KEITH MARDAK OFFERS TWO MILLION DOLLAR CHALLENGE GRANT TO ABCD: AFTER BREAST CANCER DIAGNOSIS

New Initiative Will Focus on Reaching More Patients Who Need Non-Clinical Support

Milwaukee, WI (October 27, 2017) – ABCD: After Breast Cancer Diagnosis, one of the nation’s leading breast cancer patient support organizations, announced today that Keith Mardak, Chairman and CEO of Hal Leonard Corporation, has offered a challenge grant for a minimum of two years to a maximum of four years.

The $1 million allocated to the first two years requires ABCD’s own fund raising to show a year over year increase of $1 for each $2 in Mardak’s grant. ABCD must meet satisfactory performance metrics by the end of year two to be considered for another $1 million dollars in years three and four.

This gift will launch the Mardak 2020 Breast Cancer Initiative. As the largest single contribution in ABCD’s 18-year history, it will allow the organization to significantly expand its peer-to-peer support services. The Mardak Initiative will enable ABCD staff, board, and volunteers to deepen and expand relationships with healthcare facilities, invest in integrated marketing and outreach initiatives, and increase services to underserved populations. The organization will also be able to recruit and train even more volunteer survivor mentors around the country.

“This is truly a transformational moment for our organization, thanks to the generosity of Keith and his wife, Mary Vandenberg. They are two of the major and most generous philanthropists in the state and support many organizations and causes nationwide,” says Board President Wayne C. Oldenburg. “Our vision is that every woman or man who is diagnosed or living with breast cancer knows about ABCD and has access to our critical services. No one else – not a nurse navigator, a helpline, or a website – provides the personalized connection that we do at ABCD. We are now positioned to considerably increase the number of people we serve, ensuring more hope and help for those affected by breast cancer.”

ABCD offers free, customized information and support to patients, families and friends affected by breast cancer, from the newly diagnosed to those in treatment, and on into survivorship. The organization’s unique services include creating highly customized connections between a person who needs short- or long-term support and a professionally trained breast cancer survivor or co-survivor (“Mentor”), whose specific diagnosis, treatment, life stage and concerns match his/her own. Decades of research indicate that patients and survivors who take advantage of non-clinical support like ABCD’s are more likely to finish treatment, have improved “survival” rates, show a reduced risk of recurrence, and report experiencing an improved quality of life.¹

“Mary and I had a long-time friendship and respect for Melodie Wilson Oldenburg, founder of ABCD,” said Keith Mardak. “That is why we’re pleased to commit to ABCD’s long-term growth and sustainability.

ABCD nurtures hope and restores confidence in all those affected by breast cancer. Over a lifetime, 1 in 8 women will be diagnosed with breast cancer. As of March 2017, there are more than 3.1 million women with a history of breast cancer in the U.S. This includes about 4,000 women who are diagnosed with breast cancer each year in Wisconsin,\(^2\) as well as women currently being treated and women who have finished treatment.

**About Keith Mardak:** Mardak is the Chairman and CEO of Hal Leonard Corporation, the world’s largest print music publisher and a major distributor of music-related products. He is a significant investor in the Milwaukee business community and is equally involved with numerous philanthropic endeavors. Mardak is a major philanthropist, making contributions throughout the nation.

**About ABCD:** Founded in 1999 by Emmy award-winning journalist Melodie Wilson Oldenburg, ABCD: After Breast Cancer Diagnosis provides peer-to-peer, customized support to patients, families and friends. With a robust and diverse national network of more than 275 volunteer Mentor/survivors and co-survivors, ABCD’s personalized support is accessible from anywhere in the world and available from diagnosis through treatment and every point afterwards. For more information, visit [www.abcdbreastcancersupport.org](http://www.abcdbreastcancersupport.org).

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