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## **Women's Health Initiatives Foundation Opens Mason Office**

*Nonprofit Seeks to Raise \$100,000 Research Funds to Prevent Breast Cancer*

The Women's Health Initiatives Foundation of Kettering, Ohio, opens a Mason office on Monday, April 20 to grow its presence in the I-75 corridor.

The foundation aims to prevent breast cancer through research and education.

"We want to grow relationships beyond the Dayton region so we can reach more women with our mission," said executive director Kelly Brown.

The foundation's first goal is to raise \$100,000 to fund research that identifies biomarkers in women who have breast cancer, then develop a test kit for healthy women to use when working with their doctors to prevent breast cancer from developing.

The foundation is the brainchild of Lyn Hogrefe, owner of the Happy Hormone Cottage in Mason, Kettering, Vandalia, Piqua and Crestview Hills, Ky. Through building five women's

health centers over five years, Hogrefe estimated she has educated more than 6,000 women on disease prevention strategies. She has also met scientists working on promising new research projects which are innovative in their approach to preventing breast cancer.

“In 2013, I began wondering why breast cancer is so pervasive in our country,” said Hogrefe. “In the U.S alone, 232,000 breast cancer cases are diagnosed each year. It’s estimated that almost 40,000 women die from it each year. Cancers are the second-highest cause of death for women in the U.S., behind only heart disease.”

As she read the literature on it, Hogrefe said she realized some organizations that promote fighting breast cancer are really doing something else.

“They are promoting awareness of the disease, raising funds to screen for it and treat it, but not looking into the root causes of the disease in so many women. Only a fraction of all this money raised each year is spent on breast cancer prevention. We want to fund the prevention research that is overlooked by most organizations.”

The foundation wants to grow support of its mission in Mason and greater Cincinnati by hosting fundraising events in the community as well as build relationships with potential donors.

“There are women in this community who have lost loved ones to breast cancer or have suffered from it themselves, and we believe they will embrace our goal to understand why some women get breast cancer and others don’t,” said Brown. “We know if we can predict breast cancer, then we can prevent it.”

The new Mason office is located at 6860 Tylersville Rd, Suite 10, adjacent to the Happy Hormone Cottage office. Brown will be in the office on a part-time basis and by appointment.

“I’ve been to a number of women’s events in the Cincinnati region and have met so many wonderful people who really understand what we are trying to do,” she said. “I look forward to working in the greater Cincinnati community.”

Brown said she is available to speak to local groups about the vision of the Women’s Health Initiatives Foundation.

WHIF plans to apply for grants and will host its second annual fundraiser on Friday, Oct. 2 at the Centerville-Washington Township Recreation Center West in Centerville. To donate, or for more information, go to [womenshealthinitiatives.org](http://womenshealthinitiatives.org), contact Brown at [Kelly@womenshealthinitiatives.org](mailto:Kelly@womenshealthinitiatives.org) or call (937) 371-4838.

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