



# Hoda Kotb Shares Inspirational Message

## More Than 400 People Attend AtlantiCare's Seventh Annual Breast Health Signature Event



Best-selling author, award-winning broadcast journalist and breast cancer survivor Hoda Kotb addresses the audience of more than 400 people during the Seventh Annual AtlantiCare Women's Health & Wellness Breast Health Signature Event October 21 at the Sheraton Atlantic City, Atlantic City, New Jersey.

### AtlantiCare Recognizes Ladies Invitational Bluefish Tournament Founder Ginny Blades

New York Times best-selling author, award-winning broadcast journalist and breast cancer survivor Hoda Kotb shared her personal survivor story with more than 400 people at the AtlantiCare Women's Health & Wellness Seventh Annual Breast Health Signature Event October 21 at the Sheraton Atlantic City.

Kotb, whose book *Hoda: How I Survived War Zones, Bad Hair, Cancer and Kathie Lee*, was named to the *New York Times* Best Seller list last week.

Kotb spoke of her career as a journalist including her work co-hosting the fourth hour of NBC's *Today*. She told attendees the encouragement she received when she was diagnosed with breast

cancer in 2007 helped her heal. She described how a fellow passenger on a plane convinced her to share her story publicly. "I'm the kind of person – when I get through things, I'm done with it," she explained. She said she was grateful to this stranger, who made her realize she could help others. She added, "Women who have been through things that I've been through and ten times worse than what I've been through...they help me a million times more than I think I help them."

Kotb said of her breast cancer experience, "I learned that my life has margins and that it's to be valued and not wasted. I don't lug around people who aren't great for me any more. I hold on so tightly to the ones I love."

When a member of the audience asked Kotb about a piece of her jewelry, Kotb responded, "I wear a ring every day and it says 'forward' on it. I journal a lot. At the bottom of every page I would write the word 'forward' to remind myself, 'Don't get stuck in the wings....You've got to keep moving.' Because

sometimes it's easy to get stuck," said Kotb. "I learned that if you survive breast cancer, or anything it doesn't have to be this it can be anything – another loss or a divorce or something that's really difficult, if you're still standing at the end, even if you're teetery, you get four words. You get 'You can't scare me'."

Kotb closed her remarks by holding her iPod up to the microphone and blaring Redbone's *Come and Get Your Love*, inviting the crowd to dance and celebrate surviving cancer and other obstacles with her. She then signed copies of her book, putting aside her pen several times to pose for pictures and accept – and give – hugs.

AtlantiCare also recognized Ginny Blades, founder of the Ladies Invitational Bluefish Tournament as its 2010 AtlantiCare Breast Health Moonbaby honoree. Sales of the "Ginny" Moonbaby pin will benefit programs and services at the AtlantiCare Cancer Care Institute, a Fox Chase Cancer Center Partner.



Pictured are Linnea Brown (left), BA, RN, OCN, AtlantiCare Breast Health coordinator and Ginny Blades, founder of the Ladies Invitational Bluefish Tournament (LIBT), and 2010 AtlantiCare Breast Health Moonbaby honoree. The LIBT's annual tournament benefits the AtlantiCare Regional Medical Center (ARMC) RNS Digital Mobile Mammography Program. Since 1998, the LIBT has donated more than \$502,000 to ARMC's Mobile Mammography Program.



Best-selling author, award-winning broadcast journalist and breast cancer survivor Hoda Kotb, keynote speaker for the Seventh Annual AtlantiCare Women's Health & Wellness Breast Health Signature Event, signs a copy of her book *Hoda: How I Survived War Zones, Bad Hair, Cancer and Kathie Lee* for attendees of the event. It was recently named a *New York Times* Best Seller.



AtlantiCare is a regional healthcare organization based in Egg Harbor Township, New Jersey, whose more than 5,000 employees serve the healthcare needs of the community at more than 60 locations. A 2009 Malcolm Baldrige National Quality Award winner, AtlantiCare includes AtlantiCare Regional Medical Center (ARMC), the AtlantiCare Foundation, AtlantiCare Health Plans, AtlantiCare Behavioral Health and AtlantiCare Health Services. ARMC became the 105th hospital in the nation to attain status as a Magnet™ designated hospital in March of 2004 and was redesignated a Magnet™ hospital in 2008.