



AMERICAN SOCIETY OF
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Center for Restorative Breast Surgery Joins the American Society of Plastic Surgeons and Singer/Songwriter Jewel to Close the Loop on Breast Cancer

New Orleans Breast Center sponsors Breast Reconstruction Awareness (BRA) Day USA to raise awareness about reconstruction options post mastectomy

ARLINGTON HEIGHTS, Ill. (July 12, 2012) – Research shows that 7 of 10 women diagnosed with breast cancer remain in the dark about their reconstruction options following a mastectomy...options that provide the opportunity for a more fulfilling life after cancer.

Today, the [American Society of Plastic Surgeons](#) (ASPS) and [The Plastic Surgery Foundation](#) (PSF) announce their partnership with the [Center for Restorative Breast Surgery](#) (CRBS) in support of breast reconstruction awareness and [BRA Day USA](#) on October 17, 2012. As the national medical sponsor of BRA Day USA, CRBS takes a leading role in the campaign to help support women physically, mentally and emotionally as they survive and thrive after breast cancer.

This year, the U.S. and 20 other countries will join together for BRA Day on October 17, 2012. BRA Day USA is an initiative designed to promote education, awareness and access regarding breast reconstruction following breast cancer surgery. This initiative is a collaborative effort among the American Society of Plastic Surgeons, The Plastic Surgery Foundation, plastic surgeons specializing in breast surgery, nurse navigators, medical device industry representatives and breast cancer support groups.

"We are honored to have the Center for Restorative Breast Surgery as a prominent sponsor of BRA Day USA," notes ASPS President Malcolm Z. Roth, MD. "This exceptional facility and team of doctors and healthcare providers exemplify the specialty's commitment to improving lives for breast cancer patients across the country. With their support, the ASPS and PSF hope to dramatically increase women's awareness of their breast reconstruction options."

CRBS doctors Frank DellaCroce, MD, FACS, Scott Sullivan, MD, FACS and Chris Trahan, MD, have performed more than 4,000 breast reconstruction surgeries. The CRBS team of doctors and healthcare professionals have delivered a high standard of care for these patients. With state-of-the-art facilities, CRBS offers a tranquil, peaceful environment for women and their families as they face the challenges of reconstruction.

"We have found that the consistent lack of awareness patients have regarding their rights and options for breast reconstruction can have devastating results. National Breast Reconstruction Awareness Day is a momentous opportunity for us to educate and empower these women," states ASPS Member Surgeon Scott Sullivan, MD, co-founder of CRBS. "The effects of breast reconstruction have the capacity to transcend the surgical techniques, providing women the final link in the circle of treatment, a return to wholeness, and an overall sense of recovery, we are extremely proud to be a part of this historic day," ASPS Member Surgeon Frank DellaCroce, MD, co-founder of the CRBS concludes.

Over the next two years Grammy-nominated musician, *New York Times* bestselling author and humanitarian Jewel will serve as the national spokesperson, advocating on behalf of BRA Day USA

through media appearances, public service announcements, a dedicated BRA Day USA song and benefit concert event. The CRBS sponsorship provides important support for many of these awareness efforts.

Please visit BRADayUSA.org, Facebook.com/BreastReconAwareness and [@BRADayUSA](https://Twitter) for more information about BRA Day USA events, the Jewel concert, the BRA Day USA song, charity and corporate partnerships and more.

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