



For Immediate Release

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CONTACT: Helana Shumway, *Public Relations Coordinator*
Phone: (585) 473-8177
Email: helana@bccr.org

Breast Cancer Coalition Presents 23rd Annual Advanced Breast and Gynecologic Cancer Webinar Series

Rochester, NY – The Breast Cancer Coalition is pleased to present the **23rd Annual Advanced Breast and Gynecologic Cancer Webinar Series: Tools for the Journey** over the course of October. In recognition of Breast Cancer Awareness Month and the recent honoring of Gynecologic Cancer Awareness Month in September, this free series is designed for individuals diagnosed with metastatic cancer, caregivers, health care professionals and researchers.

“October brings tremendous attention to cancer awareness, but for those living with advanced, chronic, or metastatic disease, cancer is not confined to a month or a ribbon. It is part of everyday life,” Executive Director Christina Thompson said. “This series is about making sure those individuals feel seen, supported, and connected to credible information and a community that understands the complexity of living with cancer over time.”

Webinars will take place weekly on Wednesdays from 12:00 – 1:00 PM. Topics include:

- October 7: **Estate Planning**, presented by Jacqueline C. Riorden, CTFA, CEPS, AEP, RP
- October 14: **Chronic Pain Management Strategies**, presented by Sara D. Moore, LMSW, CHT, IEMT Practitioner
- October 21: **Navigating Cancer’s Financial Burdens**, presented by Sofia Fernandez, Esq., Attorney
- October 28: **PTSD Treatment Options**, presented by Dolly Malik, PhD

During the October 21 webinar “Navigating Cancer’s Financial Burdens,” Jules Netherland will join as a panelist to share her lived experience with cancer and the financial burdens of her treatment. At age 59, Netherland is still six years away from starting Medicare.

“I am living with metastatic breast cancer and [am] still working, in large part, because I need health insurance,” Netherland said. “Aside from the cost, the stress and time it takes me to navigate this

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system routinely has me in tears. No one facing a terminal diagnosis should have to spend the precious time they have left worried about bankrupting their family or trying to navigate this hot mess of a system.”

As the presenter, attorney Sofia Fernandez, Esq., will address circumstances that individuals like Jules face: “A cancer diagnosis can quickly impact someone’s finances. I’ll be sharing information about navigating health insurance and employment questions to help people understand all their options to reduce the financial burden that often comes with a diagnosis,” said Fernandez.

Each webinar in this series provides context for common questions and challenges that individuals living with advanced cancer face every day. The Breast Cancer Coalition is committed to providing educational resources to the public that are informative and also include the perspectives of those living with the disease.

Participants will have the opportunity to ask questions and get answers on the spot. ASL interpretation will be provided during each webinar. Financial support for the Advanced Breast and Gynecologic Cancer Webinar Series is provided by M&T Bank in memory of Cindy L. Dertinger, who died of metastatic breast cancer in 2003. Register today at <https://bccr.org/advanced-breast-and-gyn-cancer-webinar-series/> and submit questions in advance to rachel@bccr.org.

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