



## THE PLASTIC SURGERY FOUNDATION™

### THE PLASTIC SURGERY FOUNDATION NOW ACCEPTING APPLICATIONS FOR BREAST RECONSTRUCTION GRANTS

*Inaugural BRA Day USA Proceeds Provide Funding for Breast Reconstruction Awareness, Charitable Care and Research*

**FOR IMMEDIATE RELEASE**  
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**ARLINGTON HEIGHTS, III.** – [The Plastic Surgery Foundation](#) (The PSF) today announced it is accepting applications for its 2013 [Breast Reconstruction Awareness \(BRA\) Fund](#) grant programs. The PSF will award a number of grants, up to \$10,000 each, to non-profit organizations that either provide charitable surgical care to breast reconstruction patients in financial need or are committed to increasing breast reconstruction awareness and education to women and their families.

The PSF is currently accepting applications for the following 2013 BRA Fund grant programs:

- Breast Reconstruction Surgery Charitable Care Grants
- Breast Reconstruction Surgery Public Awareness Grants

“The BRA Fund grants will have a substantial impact on breast reconstruction patients and allow us to help philanthropic organizations educate and empower women to make informed decisions about their breast cancer care,” said Charles Verheyden, MD, PhD, president of The PSF. “Unfortunately, many women diagnosed with breast cancer are unaware of their breast reconstruction options. These grants aim to increase awareness of these options and provide funds to organizations providing breast reconstruction care for women to help close the loop on breast cancer.”

#### [Breast Reconstruction Surgery Charitable Care Grants](#)

The PSF will award grants, ranging from \$5,000 to \$10,000, to U.S. based, tax-exempt public 501 (c)(3) charities that have demonstrated a commitment to providing breast reconstruction surgery charity care. Grant funds must be used to directly support the surgical care expenses for women having breast reconstruction.

#### [Breast Reconstruction Surgery Public Awareness Grants](#)

The PSF will award grants, up to \$10,000, to U.S. based, tax-exempt public 501 (c)(3) charities that have demonstrated a commitment to increasing the awareness of breast reconstruction surgery. Grants are awarded to charities with a demonstrated commitment to developing and implementing projects and programs for the purpose of raising the awareness of breast reconstruction surgery options in the community.

The deadline for applications for both BRA Fund grant programs is May 15, 2013. Applications should be submitted to [research@plasticsurgery.org](mailto:research@plasticsurgery.org). Download additional information regarding grant eligibility and application guidelines for the [Charitable Care](#) or [Public Awareness](#) grants at <http://www.the-psf.org/>. Announcements will be made by June 15, 2013.

Grants will be awarded for the period beginning July 1, 2013 and ending June 30, 2014. Grants awarded for the July 1, 2013 – June 30, 2014 cycle must be used to support programs, surgeries or care that occur within this timeframe.

The BRA Fund and its grant programs were established through proceeds generated from the nation's first annual [BRA Day USA](#) held on October 17, 2012. BRA Day USA is part of a Breast Reconstruction Awareness campaign sponsored by The PSF and the [American Society of Plastic Surgeons](#) (ASPS).

The goal of the BRA Fund is to fund research, further awareness and education, and provide financial assistance to organizations supporting the surgical care of uninsured or under-insured women diagnosed with breast cancer who undergo breast reconstruction.

#### **About The PSF**

[The Plastic Surgery Foundation](#) (The PSF), founded in 1948, supports research, international volunteer and visiting professor programs. The Foundation's mission is to improve the quality of patient care through research and development. The PSF accomplishes its mission by providing invaluable support to the research of plastic surgery sciences through a variety of grant programs, clinical trial networks, training programs and forums. The PSF works in concert with the [American Society of Plastic Surgeons](#) (ASPS). You can learn more by visiting The PSF at [ThePSF.org](#).

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