



FOR IMMEDIATE RELEASE

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Roosevelt Staff Making Strides Against Breast Cancer

MIDDLESEX COUNTY – Most days, Keisha Facey is a fixture at the front desk of Roosevelt Care Center at Old Bridge, fielding phone calls, directing visitors and greeting all who walk past her post.

Six years ago, after losing a coworker to breast cancer, Facey decided to put her social skills to their best use, launching her own fundraising drive for the American Cancer Society’s Making Strides Against Breast Cancer Walk in Edison.

That first year, she helped raised \$300 and recruited a handful of her fellow employees to lace up their tennis shoes for the walk, which aims to educate the public about the benefits of early screenings and to develop prevention and detection guidelines that are industry standard.

The organization is helping save more than 490 lives a day that would have otherwise been lost to cancer, according to the “Making Strides” website.

Fast forward to 2015 and Facey has managed to raise \$2,357 through a series of bake sales, tricky trays and general donations.

She was also the driving force behind corralling some two dozen walkers from Middlesex County’s two long-term care centers, both in Edison and Old Bridge.

“I do this because I am a woman, and breast cancer is a real danger to all of us,” she said. “If you don’t know someone that’s been touched by it, chances are you will in your lifetime.”

Joined by approximately 7,000 walkers, the Roosevelt team, toting themed T-shirts, completed yet another “Making Strides” event at the New Jersey Convention and Exposition Center Oct. 25.

This year, the staff at Roosevelt’s helped sweeten the fundraising pot, which added up to \$390,000 at the close of the 2015 Edison walk.

“It was really, really nice to see so much support and see so many people come out,” said Melissa Bonamici, a coordinator for the state’s series of “Making Strides” walks.

For more information on Roosevelt Care Centers, operations managed by the Middlesex County Improvement Authority, log onto www.rooseveltcarecenter.com.

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