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THIRD ANNUAL MEDLINE PINK GLOVE DANCE VIRAL VIDEO CONTEST REACHES 20 MILLION VIEWS; MILLIONS RAISED FOR BREAST CANCER EDUCATION AND PREVENTION

Geisinger Health System Wins Top Honors

MUNDELEIN, Ill., Nov. 15, 2013 —More than 80,000 healthcare workers and their communities from across the country and around the world joined together in the Medline Pink Glove Dance for breast cancer online video competition. After a hard-fought dance battle, the online votes are in and Medline is pleased to name Geisinger Health System, Danville, Pa., as the winner. As a result, \$25,000 will be donated to their charity of choice, the American Cancer Society, providing free transportation for treatment to central Pennsylvania breast cancer patients in need. Additionally, Medline and participating hospitals will donate another \$1 million to the National Breast Cancer Foundation and various local breast cancer charities nationwide.

“Participating in the Medline Pink Glove Dance video gave us the opportunity to gather both employees and community members to bring awareness to breast cancer and celebrate survivors and caregivers,” said Sue Hallick, executive vice president and chief nursing officer, Geisinger Health System. “It is truly inspiring to know that nearly 1,000 Geisinger employees, community members and cancer survivors participated in the making of this video and danced in support of the fight against breast cancer. Our video is a tribute to those we’ve lost and for our friends and family still fighting, as well as those who care for our patients.”

The Pink Glove Dance campaign, inspired by a Medline employee whose mother was diagnosed with breast cancer, started with just one hospital and 200 healthcare workers. Today, it has grown into a worldwide movement involving 80,000 participants globally and capturing more than 20 million online views. What makes it so special is that it is the only campaign that unites clinicians with their patients and their communities in the fight for a cure.

This year’s competition spanned 35 states and Panama and included more than 100 teams. Second place honors, for the second consecutive year, went to Penn State Milton S. Hershey Medical Center in Hershey, Pa., which raised money for the Breast Cancer Coalition of Pennsylvania. Mary Greeley Medical Center in Ames, Iowa, came in third and supported the American Cancer Society.

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“We are thrilled with the growing response we receive from healthcare professionals and their communities each year,” says Sue MacInnes, Medline’s chief marketing officer and co-founder of the Medline Pink Glove Dance. “We thank everyone involved in this unique campaign for reminding those who are facing cancer that they are not alone and that sometimes not just laughing but dancing can be the best medicine.”

“The continued success of the Pink Glove Dance is a testament to the power we all have to help make a difference for this important cause,” said Janelle Hail, founder, President and CEO of the National Breast Cancer Foundation. “Through early detection and education, more women can have the opportunity to celebrate strength and life.”

Sponsored by Medline — the maker of the pink exam gloves — the Pink Glove Dance competition included video submissions from hospitals, nursing homes, schools and other organizations. Check out all of this year’s video entries at www.pinkglovedance.com.

About Medline’s Pink Glove Dance Campaign

[The original Pink Glove Dance video](#) premiered in November 2009 and featured 200 Portland, Ore. hospital workers wearing pink gloves and dancing in support of breast cancer awareness and prevention. Today the video has nearly 14 million views on YouTube®. A [sequel](#) was produced in October 2010 featuring 4,000 health care workers and breast cancer survivors throughout North America. In 2011, the first national Medline Pink Glove Dance Video competition was held. In all, more than 150,000 passionate people have danced in Medline Pink Glove Dance videos.

About the National Breast Cancer Foundation ®

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating for eight years, NBCF provides women "Help for Today...Hope for Tomorrow®" through its National Mammography Program, Beyond The Shock®, Early Detection Plan, MyNBCF online support community, and breast cancer research programs. For more information, please visit www.nbcf.org.

About Medline

As the nation's largest privately held manufacturer and distributor of health care products, Medline manufactures and distributes more than 350,000 products to hospitals, extended care facilities, surgery centers, physician offices, home care agencies and providers, and retailers. Named one of the country's "Best and Brightest Companies to Work For," Medline is headquartered in Mundelein, Ill. and has more than 1,100 dedicated sales representatives to support its broad product line and cost management services. For more information on Medline, go to www.medline.com. Click here to find out how to connect with Medline on a variety of social media channels for all the latest news on initiatives, innovations and products.

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