

The Marietta Times



Community generosity powers Camden Clark Foundation's Pink Mammogram Fund

More than 3,000 free procedures provided to
uninsured, underinsured patients in Mid-Ohio
Valley



WVU Medicine Camden Clark Medical Center employees pose at the 2025 Pink by Poolside event earlier this month at the Parkersburg Country Club. From left, are Heidi Asbury, Mindy Fluharty, Sarah Hollins, Kim Couch, Monica Amick, Tracy Smith, Michele Walker and Katie Sams. This year's event saw record attendance and raised more than \$40,000 for the Camden Clark Foundation's Pink Mammogram Fund. (Photo provided)

PARKERSBURG — For more than a decade, the Camden Clark Foundation's Pink Mammogram Fund has helped local patients access life-saving breast cancer screenings.

Thanks to the community's support, the fund has covered the cost of more than 3,000 screening mammograms, diagnostics and biopsies for uninsured and underinsured patients across the Mid-Ohio Valley.



The program makes these services available at no cost to qualifying patients through local support and fundraising events held throughout the year, including Pink by Poolside, which saw record attendance in 2025 and raised \$40,000.

Community partners continue to play a vital role in sustaining Camden Clark's Pink Mammogram Fund. Most recently, Wincore Windows & Doors contributed a \$13,000 gift through its Golf Fore a Cure tournament, enough to provide approximately 130 mammograms for area patients.

In 2024, the "Drive Pink" campaign by the Astorg family of businesses raised more than \$14,000 from vehicle and iPacket package sales. The 11th annual fundraiser is set to run this month with a portion of sales benefitting the Pink Mammogram Fund.



Camden Clark Foundation Executive Director Kim Couch, center, stands with representatives of iPacket and Astorg Auto after the companies donated more than \$14,000 to the foundation's Pink Mammogram Fund in 2024. The money was raised through the Astorg family of businesses' annual Drive Pink campaign. (Photo provided)

“We’re incredibly grateful to our communities and local businesses for their generosity and support in our efforts to provide such a critical need for our area patients,” said Camden Clark Foundation Executive Director Kim Couch. “Gifts allocated to our Pink Mammogram Fund translate to screening mammograms, diagnostics and biopsies. We also have funds allocated for co-pays, and we’re continuing to look to the future to explore options for expanded services for those in our community who are uninsured or underinsured.”



Throughout October, Camden Clark will continue raising awareness about breast cancer and the importance of early detection. Events will include appearances at local high school football games, Camden Clark's Pink Panel Luncheon at the Belpre Senior Center on Oct. 16 and the Crusaders for a Cure 5K at Parkersburg Catholic on Oct. 26, among others.

For more information about the Pink Mammogram Fund, call [304-424-2200](tel:304-424-2200) or visit camdenclarkfoundation.org.

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