



**AMY ROBACH,**  
**“Good Morning America” Anchor**  
**Keynote Speaker at the Memorial Hermann**  
***In the Pink of Health Luncheon***  
**on September 29, 2017**

Memorial Hermann’s *In the Pink of Health* Committee is excited to announce that Amy Robach will be the keynote speaker at its 17th annual luncheon.

Amy Robach is an American television journalist, news anchor for ABC’s “Good Morning America” (GMA), best-selling author, mother of two, stepmom of three, wife, and breast cancer survivor.

Nearly four years ago, Robach underwent her first-ever mammogram live on GMA in recognition of breast cancer awareness month. Weeks later, in November 2013, Robach announced to viewers that she had breast cancer. In the years since, she’s been an advocate for early detection and education, even sharing details of her unexpected journey with breast cancer in her *New York Times* bestselling book: “Better: How I Let Go of Control, Held On To Hope, and Found Joy in My Darkest Hour.”

“Amy’s very public story has already prompted women into action”, said Tiffany McClung, co-chair of the 2017 luncheon. “Her inspiring journey, positive attitude and emphasis on education and early detection, which are important aspects of our mission, will impact the lives of so many women and their families in our community. We are thrilled to welcome her to The Woodlands.”

“Ultimately, the decision to do something, anything, can give a woman more options when it comes to the treatment and prevention of breast and ovarian cancer” added luncheon co-chair Cheryl Brady. “Amy’s heartfelt message and perspective will empower women to seek out that first mammogram, to have a diagnostic screening, or talk to a genetic counselor. The story she shares with our luncheon attendees will change lives, and better yet, save lives.”

The 2017 Memorial Hermann In the Pink of Health luncheon, which hosts approximately 1250 attendees, is set for Friday, September 29, 2017 at The Woodlands Waterway Marriott. To learn more about event sponsorship and securing a table, please call 713.897.PINK (7465) or email [inthepink@memorialhermann.org](mailto:inthepink@memorialhermann.org). Sponsorships can also be purchased online at [In The Pink of Health Sponsorships](#). This event sells out fast.