

LOVE FOR GRANDMOTHER SPURS CEDAR'S MEDITERRANEAN TO BATTLE WITH BREAST CANCER

by Erika Steele

Aimee Tsakirellis graduated as president of her class from Merrimack College in 2008 with a BA in Business Administration, concentration in International Business, and a minor in English. The highly motivated individual began her career in the marketing department of Cedar's Mediterranean Foods, Inc. in Haverhill, MA where she immediately found success. However, when approached by the Massachusetts Breast Cancer Coalition (MBCC) about their upcoming Against the Tide event to benefit breast cancer, it was her heart, not her resume that led Tsakirellis to jump on board without hesitation.

All of us have been touched by breast cancer in some way, and Tsakirellis is no different. Her grandmother was diagnosed nine years ago and, after a long, hard battle with the disease, passed away in June of 2012. It is vital to Tsakirellis, and MBCC, to honor the legacy of her grandmother at the 21st statewide Against the Tide event.

As Tsakirellis explained, "We are very committed to MBCC who, unlike other organizations, is focused on breast cancer prevention."

Tsakirellis' company understands the facts behind the needless diagnoses of women with breast cancer. Over the past several decades, the breast cancer rate has increased dramatically from an estimated one in 20 in 1940 to more than one in eight. Cedar's Mediterranean uses no GMOs in their products, which connects directly to breast cancer prevention because those organisms can cause cancer. It is the only hummus in the country to become Non-GMO Project Verified.

MBCC Executive Director, Cheryl Osimo,

explained, "From the first time I spoke with Aimee, I knew that this was going to be an important partnership. Cedar's Mediterranean's commitment to providing safe and healthy products for their customers is in line with our goal of prevention."

Tsakirellis, Director of Marketing for Cedar's Mediterranean Food, Inc. has graciously agreed to hand out samples of their hummus and crackers at the Against the Tide event in Hopkinton this year.

"They are to be looked upon as a model and a leader in the food industry, doing all they can to help us change the legacy of breast cancer for future generations," Osimo said.

Currently, MBCC is the only breast cancer organization locally or nationally that focuses on breast cancer prevention. With the causes of over 70 percent of breast cancers largely unexplained, events like Against the Tide generate funds to work towards MBCC's work in community education, research advocacy, and public policy change.

If you are interested in participating in a unique fundraising event for a great cause visit <http://www.firstgiving.com/mbcc/against-the-tide-hopkinton-2013> and follow instructions under "Registration is Easy."

