

WINTER  
2012

GET **connected**

Planned Parenthood  
Mid-Hudson Valley

IMPORTANT  
DATES &  
EVENTS

January 14, 2013  
*Annual Day of Action*  
Albany, NY

January 22, 2013  
*40th Anniversary of*  
*Roe v. Wade*

February 14-21, 2013  
*National Condom Week*

**Save the Date!**  
**2013 Spring Soiree**  
**Friday April 12th**

For more information  
about upcoming events,  
please visit  
[www.ppmhv.org/events](http://www.ppmhv.org/events)

## Message from the CEO



Dear Friends,

This year, more than ever, it was clear what makes Planned Parenthood Mid-Hudson Valley so special and so powerful: you. Planned Parenthood is every supporter who takes action and speaks out against policies intended to shut down Planned Parenthood health centers and turn back the clock on women's rights; every supporter who gives what they can; and every supporter who spreads the word to their friends and families. We have made remarkable strides forward this past year, and you have helped us to be there for the women, men, and young people who count on us—no matter what.

Every time in 2012 when we asked you to stand with Planned Parenthood with your voice, your support, your generosity—you delivered. And this past year when you stood with us we achieved stunning victories for women nationwide! Though, as many of you know, even in light of all of our accomplishments it has been a very challenging year for Planned Parenthood and we are looking at another tough year ahead—but in a very different way. This time it's on our own terms, and we welcome this challenge

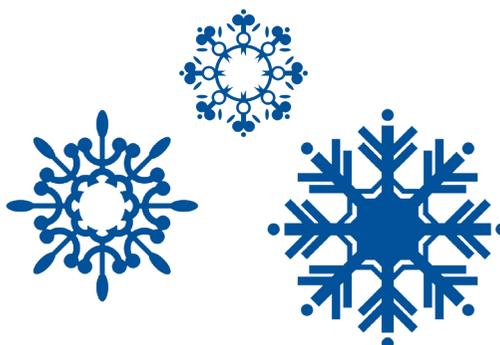
with open arms. Thanks to the Affordable Healthcare Act, millions of Americans will gain access to health care beginning in 2014, and we want to ensure that we continue to refocus our energy and are prepared to do what we do best—Care. No matter what.

So as we end 2012, I want to extend my personal thanks to you and ask that, as we enter the next year and work to preserve and expand the health care services we provide, that we can continue to count on you to stand with Planned Parenthood as we move forward into the new era of health care delivery.

Thank you for continuing to stand with Planned Parenthood no matter what—and on behalf of all of us here, we wish you a safe, healthy and joyous holiday season.

*Ruth-Ellen Blodgett*

Ruth-Ellen Blodgett  
President and CEO





## A New Attitude, A New Look



Many of you may have already noticed that some Planned Parenthood logos are starting to look a little different. As the health care landscape shifts dramatically and coverage expands to millions more people by 2014, Planned Parenthood will be in a prime position to attract new, long-term patients. The refreshed logo and new tagline are part of our ongoing effort to reach millions more patients with quality, affordable and confidential health care. Already, nearly three million people

a year rely on Planned Parenthood’s 800 health centers for a range of health care services, including breast cancer screenings, Pap tests, birth control, and STD testing and treatment.

With this new logo and tagline, “Care. No matter what.” Planned Parenthood is underscoring its commitment to helping women, men, and young people lead healthy lives. This new tagline is a powerful and inarguable promise—that we will provide quality care, that we will provide it in a caring and personal way, and that we care enough to fight for that care and for the people who need it. “Care. No matter what.” gives full expression to all aspects of our organization. Care as a health care provider—Care as an educator—Care as an advocate.

It is also a powerful and inspiring way to remind everyone that we’re first and foremost health care providers, as well as advocates and educators. We are very excited to embrace this new image and hope you will be too!

## What Our Peer Educators have been up to...

Our Peer Educators do so much for us and we are thrilled to be able to give something back. The last half of this year has been filled with so many great events and trips that we would like to share just a little of these great experiences with you.

In November, our Peer Educators visited The BODIES Exhibition in New York City and gained a truly different view and understanding of the human body. The Exhibition boasts that by understanding how the body works, one can better care for it and keep it healthy. What a great opportunity for our Peer Educators who are so committed to giving other young people the tools they need to protect themselves and stay healthy!



For the past six years Planned Parenthood Mid-Hudson Valley has continued the tradition of bringing our Peer Educators on tours of the many wonderful local colleges our community has to offer. This year while visiting Vassar College, the Peer Educators had a truly great treat when a former Peer Educator who now attends Vassar assisted with the tour!

Share your stories in honor of the 40th anniversary of Roe V. Wade. We will compile and post these powerful stories on social media and our web site periodically throughout the day on January 22. Send stories to Tiffany at [publicaffairs@ppmhv.org](mailto:publicaffairs@ppmhv.org).

## Connect With Us in the Community!

- Jan. 14 Annual Day of Action! Albany, NY
- Feb. 07 HIV Testing, SUNY Orange in both Middletown & Newburgh NY
- Feb. 11-15 National Condom Week HIV Testing, at Community Colleges
- Feb. 12 HIV Testing, UCCC Stone Ridge NY
- Feb. 13 HIV Testing, DCCC Poughkeepsie NY
- Feb. 14 HIV Testing, SCCC Loch Sheldrake NY



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