

PHILANTHROPY

Farmers & Merchants Bank helps fund O.C. health-care effort

The local financial institution donates \$3,750 to help YWCA North Orange County's effort to provide free mammograms.

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Long Beach-based Farmers & Merchants Bank (F&M) presented YWCA North Orange County with a \$3,750 check to help fund mammograms for local uninsured and underinsured women, at the nonprofit organization's annual meeting last Saturday at the Fullerton Marriott Hotel.



"Due to state budget cuts, fewer women are able to receive critical breast health resources," said Trinka Rowsell, F&M director of marketing. "F&M is committed to doing all we can in the fight to end breast cancer forever."

The funds were raised by Farmers & Merchants' Pink Checking program, in which \$125, the average cost of a mammogram, was donated to the YWCA with the opening of every new qualified checking account. F&M kicked off the Pink Checking program on July 4, 2010, with breast-cancer-awareness supporters marching in the Huntington Beach 4th of July Parade.

"Because early detection is incredibly important, all women, regardless of creed or income, need to be properly screened," said Diane Masseth-Jones, executive director of YWCA North Orange County. "We are grateful to Farmers & Merchants Bank for its generosity and activism in providing the women of Orange County with vital breast health services."