



Contact:
Mary Ann Wasil Nilan
Founder, President & CEO
The Get In Touch Foundation
(203) 283-5127

**The Get In Touch Foundation® Names Taylor Ritzel
“GIT Your Pink On!®” Day Coordinator**

Olympic Gold Medalist Will Assist School Nurses

MILFORD, Conn; January 14, 2013 - The Get In Touch Foundation, the global non-profit organization whose free educational breast health initiative for girls in grades 5-12, has named Taylor Ritzel as its new “GIT Your Pink On!” Day Coordinator.

Ms. Ritzel hails from Aurora, Colorado and is a 2010 graduate of Yale University and a member of the Gold Medal 2012 United States Olympic 8+ Rowing Team.

She will be in charge of developing and managing relationships with the 500+ School Nurses that currently implement the Get In Touch Girls’ Program in their schools, districts, and respective communities.

The program is being implemented in 50 states, Washington, DC, and in 21 countries and is on target to reach one million girls by the end of 2014.

The Daisy Wheel© is an interactive tool with 8 tips that teach a girl the importance of and how to do a breast self-exam - for life. Corresponding diagrams on the back of each Daisy Wheel allow girls to see an age-appropriate visual instruction in addition to the text. A free instructional video streams on the foundation’s website.

The Daisy Wheel app is also available for free on the iTunes Store and has been downloaded in 73 countries since its June 2011 launch.

Daisy Wheels are given free to schools when a School Nurse or Health Educator orders the program on the foundation’s website.

The Get In Touch Foundation encourages schools and School Nurses to host a “GIT Your Pink On!” Day, a fundraising and awareness effort in which students, faculty and administration are encouraged to wear pink in exchange for a one dollar donation to Get In Touch.

Ms. Ritzel was a Get In Touch College Youth Ambassador while she was a Yale student, and the successful “Laces For Lana” campaign to benefit Get In Touch was created in honor of her beloved mother, Lana Ritzel, who passed away from breast cancer in November 2010.

Ms. Ritzel’s father, Tom Ritzel, resides in Larkspur, Colorado and her sister McLane is an undergraduate student at Yale University. Her grandfather, Red Miller, was the head coach of the Denver Broncos.

She currently resides in Connecticut.

The Get In Touch Foundation • P.O. Box 2144, Milford, CT 06460 • 203-283-5127 • www.getintouchfoundation.org