

WOLVES IN THE



COMMUNITY

A SILVER LINING FOUNDATION

Throughout Dr. Sandy Goldberg's childhood in sleepy Magnolia, Ark., her immigrant parents would stop speaking English and switch to Russian or Yiddish when discussing matters they didn't want their two daughters to hear.

"Of course, we understood perfectly well what they were saying," Dr. Sandy said.

At the end of each month, the family sat at the table while Dr. Sandy's father paid the bills and her mother explained why some seemed too high.

As soon as Chicago Wolves Senior Vice President of Operations Courtney Mahoney and former community relations manager Victoria Zimmerman met with Dr. Sandy last year, it became clear the Chicago Wolves and A Silver Lining Foundation were meant to be united in the fight against breast cancer.

"You know when people are philosophically on the same page," Sandy said. "We all just connected instantaneously. You know when it's an elevator speech and when it's from the heart."

Dr. Sandy dropped the puck prior to last year's Breast



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— DR. SANDY GOLDBERG

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When he'd grumble in Russian or Yiddish about a ballooning food bill that provided for more than four people, Evelyn Goldberg would respond in the same language with a calm, but firm, answer.

"She'd say, 'We're all family and we have to help each other through the tough times,'" Dr. Sandy said.

Those words have stayed with Dr. Sandy throughout her life, but they resonated even more after the Chicago resident was diagnosed with breast cancer in 2000.

As NBC 5's Health and Nutrition reporter, Dr. Sandy decided to fight the disease in front of the cameras – even when she went into surgery. Not long thereafter, she hosted a 13-week cable show for the American Cancer Society that allowed viewers to call in with questions.

She was floored to discover so many people didn't have the wherewithal to fight breast cancer – and A Silver Lining Foundation was born.

"I never saw a bill and I was in treatment for five years," she said. "I couldn't live with the fact there were people who couldn't afford it. We've helped close to 5,000 people in five years. If one of our ladies is diagnosed, you better believe they're going to be taken care of."

Cancer Awareness Night game, which generated a remarkable outpouring of support from Wolves fans for the "Buy a Mom a Mammogram" program.

"I still have the message saved on my phone," Mahoney said. "She said, 'Fifty-five women got mammograms off of what we did.' It was really impactful. We shared it with our staff. To know that our little bit is making such a tremendous impact is really rewarding. We just really want to do even more this year."

The Wolves are warming up for tonight's game using pink sticks and the autographed collector's items will be available for a \$150 donation in the Southeast lobby. Each stick sold allows A Silver Lining Foundation to provide a mammogram for someone who can't afford one. Better yet, Heidenhain will match every \$150 donation to ASLF.

"Every single dollar received goes to mammography and further diagnostics," Dr. Sandy said. "My mother's teachings are the cornerstone of the foundation. I know I am keeping my mother's legacy alive."

As for Dr. Sandy's feelings about the Wolves and their fans? If you can't tell by her enthusiasm during the games while wearing her personalized Wolves sweater, she's happy to call on her old southern drawl to offer perhaps her biggest compliment.

"We consider y'all family," she said. >>