

ERNIE BODAI, MD

SURGERY, NORTH VALLEY

2001 Sidney R. Garfield, MD EXCEPTIONAL CONTRIBUTION AWARD

The idea for a postage stamp to raise funds for breast cancer research came to Ernie Bodai, MD, one day in January 1996, but it would take 2½ years of lobbying the US Congress to pass the "Stamp Out Breast Cancer Act." The law allowed the development and implementation of the first fundraising postage stamp in US history.

It's been a stunning success. In addition to the over \$54 million raised through the sale of the popular stamp, Dr. Bodai's crusade for women's health has opened the doors to state and federal legislators and generated favorable media coverage for TPMG and Kaiser Permanente.

Dr. Bodai's latest innovation: California's breast cancer license plate, which raises funds for treatment of uninsured women with breast cancer.

