

A.C.T. Sweet now to help beat breast cancer

Maui Memorial Medical Center Foundation has joined forces with Maui's own Roselani Ice Cream and about a dozen island establishments in a grassroots breast cancer awareness and education campaign. Throughout October — National Breast Cancer Awareness Month — they will all feature Roselani's new flavor, Aloha Cherry Truffle (A.C.T.) ice cream, to patrons and make donations to a specially created local fund.

Participating establishments include A.K.'s Cafe, Anthony's Coffee Store, Da Kitchen, Ka'anapali Beach Hotel, Sea House, Hula Cookies & Ice Cream, Maui Ocean Grill, Maui Beach Hotel, Sasei Seafood Restaurant & Sushi Bar, Maui Community College Food Court and the Class Act, Nikki's Pizzeria, Makawao Steak House, and Ulupalakua Ranch Store.

The idea was created after Roselani's third-generation ice cream maker Cathy Nobriga Kim was diagnosed — extremely early — with breast cancer. She says she wanted to do something to help others in the community combat the fear attached to this disease. "Fear is worse than the disease itself. The

words 'breast cancer' are scary and early detection is key. Beginning at age 40," Nobriga Kim claims, "women need to have annual mammograms. I'm living proof that this simple diagnostic test can save your life. Most medical plans cover mammograms. If yours does not, there are community organizations that can help."

"Maui Memorial Medical Center Foundation is proud to be partnering with Cathy Nobriga Kim and Roselani Ice Cream on this A.C.T. Sweet promotion," says MMMCF Executive Director Lani Correa. "Our hope is that through our breast cancer education and awareness efforts, our message will resonate within our community that early detection and screening is one of the best ways we can fight this deadly disease."

The special flavor also marks Roselani's 75th anniversary. It was created because its pink color reflects the growing national campaign about breast cancer awareness and education. By the way, Aloha Cherry Truffle ice cream boasts black cherry halves laced with rich chocolate fudge.

"We came up with the flavor and then pastry chef instructor Teresa 'Cheech' Shurilla of Maui Community College's Culinary Arts program experimented to come up with the perfect chocolate recipe," Nobriga Kim says.

"Now she and her pastry classes produce all the 'truffle' for Aloha Cherry Truffle," she continues. "Later this year — right in time for the holiday season — watch for beautiful new pink retail 56-ounce cartons of Aloha Cherry Truffle ice cream in stores statewide."



Roselani photo

Aloha Cherry Truffle
ice cream.