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pinkaid
compassion until there's a cure



PINK AID TAKES “STRONG ISLAND!”

Pink Aid Long Island’s Inaugural Luncheon proved to be an extraordinary scene and a huge success. Not even the persistent downpour of rain could dampen the festive atmosphere at Marshs of Huntington, as over 250 people in all shades of pink gathered to support local uninsured and under-insured women battling breast cancer.

A moving and hilarious address came from keynote speaker Geralyn Lucas, the best-selling author of “Why I Wore Lipstick To My Mastectomy.” Hysterically funny and incredibly inspiring, she had the crowd laughing, crying, and cheering for more stories, culminating with a train of breast cancer survivors dancing through the store.

The heart and soul of the event was the “Celebration of Life/Warrior Fashion Show,” featuring Long Island women who have been

through treatment for breast cancer. Fourteen brave breast cancer survivors took to the stage, modeling Marshs fall fashions, accompanied by loved ones that helped them through the journey. These women were hugely inspiring, bringing the crowd to its feet.

The stunning pink chairs displayed throughout the store were created and donated by over 20 top local interior designers. Vacations, art, jewelry, “a designer shoe of the month for a year” and tickets to see Long Island’s own Billy Joel were highlights of the auctions. Guests also enjoyed a wonderful lunch by Marcia Selden Catering, signature Pink-a-tini’s and great gift bags. The excitement of the day was palpable and talk was soon abuzz about planning for PINK AID LONG ISLAND’S 2nd annual luncheon in October 2015!!

SAVE THE DATE! 2ND ANNUAL LUNCHEON & FASHION SHOW: OCT. 15, 2015



Pink Aid's 1st Annual Luncheon & Fashion Show October 2014

Where your Generosity Goes:

In our first year, Pink Aid initiated a grant review process, open to any organization in Long Island with a program that meets our mission. Word spread and applicants ranged from large hospitals to small grass roots organizations that help breast cancer patients in need with household bills, meals, wigs, screenings and other support services.



Above C Level Foundation, Inc.

Above C Level is a grass roots organization led by breast cancer survivor Lisa Nelson, a Nurse Practitioner in Psychology. Lisa coordinates a network of carefully selected Long Island therapists who offer psychological and support services to breast cancer patients in dire need. When Above C Level applied to Pink Aid, funds were very low and the waiting list of struggling patients was rapidly growing. Pink Aid's grant is helping many women receive critical services during treatment.



Brookhaven Memorial Hospital Medical Center Breast Cancer Survivorship Coalition

Granted "coalition" status in 2014, this new survivorship program will assist a large in-need population on the eastern end of Long Island. Pink Aid's grant will provide patients who qualify for assistance with wigs, lymphedema sleeves, meal delivery, grocery cards, and transportation to and from treatment. Pink Aid is also the primary sponsor of a new "Survivorship Journey Bag" for each patient.



Huntington Hospital's Dolan Family Health Center

This freestanding primary care center provides comprehensive care, including adult medicine, obstetrics/gynecology and pediatric services to the medically underserved residents of Northwest Suffolk County. Pink Aid's grant will fund a new, free breast cancer screening and mammography program to serve the uninsured local population. Their "Pink Aid Package" will also provide non-medical support services for Dolan's breast cancer patients, including transportation, housecleaning and grocery delivery services.



Lean On Me Breast Cancer Network, Inc.

Lean on Me is a support network run by Donna and Dara De Risi, wife and daughter of Long Island breast cancer surgeon Dr. Dwight De Risi. Lean On Me provides free support services to breast cancer patients and their families, including education, wellness seminars, group support and an annual retreat. Through Lean on Me, the De Risis discovered that often, underserved at-risk patients were walking away from critical next level screenings because they could not afford them. Through a partnership with Pro-Health, Pink Aid's grant will fund free MRI's for qualifying women.



Maurer Foundation for Breast Health Education

Founded by breast surgeon Dr. Virginia Maurer in 1995, the Maurer Foundation is a grass roots organization focused on breast health education, early detection and risk reduction. Utilizing the "Mammacare" method, Maurer Foundation Educators teach proper self exam methods at various community outreach venues. Pink Aid's grant will fund their new Bilingual Outreach Program, promoting breast health awareness to uninsured and lower socioeconomic populations across Long Island.



West Islip Breast Cancer Coalition

West Islip Breast Cancer Coalition is a grass roots organization that provides support services for Long Island women in treatment for breast cancer. Pink Aid's grant will support their "Lend A Helping Hand" program, which offers wigs, prostheses and post-op garments, transportation, child care, food, housecleaning and financial assistance to women in need.



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PINK (LEMON)AID

4th Graders Veronica Walkin and Rose Rogers share a passion for helping women with breast cancer — a disease that has touched both girls’ families and inspired them to take on the cause. On May 2nd, they baked lemon cupcakes and made pink lemonade to sell at Veronica’s house for Pink Aid Long Island. The following weekend, Veronica challenged Rosie to do the same at her house. Together they raised more than \$400. Next, Rosie will challenge a friend to sell PINK(LEMON)AID to keep it going all summer! That’s Pink Aid spirit!



Sweat4Pink was a huge success as the community gathered to work out, have fun and raise funds for Pink Aid at four local studios this spring. Big thanks to Yoga Love Project, lululemon athletica and Harbor Lights Yoga to name a few!



PINK AID ON ICE!

The Winter Club Lipstix Women’s Hockey Team hosted a fund-raising scrimmage against Lady Islanders Girls’ travel hockey players on January 15th in Huntington to raise awareness for Pink Aid. It didn’t matter if you were the best skater on the ice, the oldest, the youngest or only on the ice for the warm-up, everyone made a contribution to the cause. Thanks to Debbie McGuigan and Carolyn Walkin of the Lipstix for organizing and to Cold Spring Harbor HS Coach Sean Consedine for running the game. It is going to be an annual event!