

1

What's Next for Pink Aid's Amy Katz

2-5

2016 Grants & Spring/ Mother's Day Appeal

6-8

Community Events, Sweat4Pink Schedule, etc.

pinkaid
compassion until there's a cure



Many Shades of Pink: For Founding President Amy Katz, Pink Aid is a Way of Life



After shepherding Pink Aid into its 5-year anniversary, Amy Katz may have hung up her president's hat, but now, the woman affectionately known as the "heart and soul" of Pink Aid, plans

to use her next chapter to focus less on day-to-day operations and more on new Pink Aid initiatives near and dear to her pink heart.

For those who know Amy, first and foremost, this means helping new breast cancer patients. "I always spend a portion of my day speaking to newly diagnosed patients. I try to help with the initial steps, put them on a path and change their outlook to a more positive one."

This passion has driven Amy to spread her "pink angel wings" to realize another of her longterm visions for Pink Aid. Soon, she hopes to help develop a mentor program in which newly diagnosed patients can talk to a Pink Aid mentor that has been through a similar diagnosis or treatment for guidance and reassurance. "We all need that 'warrior' who has been there, can answer questions and explain what to expect and how to continue daily life upon an overwhelming diagnosis. Keeping someone from going down the

dark road alone is the greatest gift we as survivors can give to someone first walking in pink shoes."

Another passion of Amy's is finding ways to involve the younger generation, as so many children/teens/young adults are dealing with breast cancer at home or with a friend's family. "Once you make your kids part of the process, it becomes a way of life for them, too, their 'new normal.' This is a lesson I learned from Jennifer Griffin. She made her entire cancer journey, including shopping for a wig, part of her children's experience as well. That was a very important takeaway for me. I'm thrilled about the way our local youth has taken on Pink Aid as a cause and I want to nurture their involvement."

Amy works closely with new co-presidents Susan Byer and Andrew Mitchell-Namdar, runs Pink Aid's Pink Purse and is deeply committed to staying close to the local population in need. Always striving to give back to a community that has given her so much, Amy also enjoys nurturing Pink Aid Long Island's growth and ultimately hopes to spread Pink Aid to other areas when it is ready for further expansion. "The only difference is that I can now get my work done before 9:00pm! Once you are in the pink, you live life in the pink. And the people you meet along the way are the most beautiful shade of pink!"

2016 PINK AID GRANT RECIPIENTS

In Year 5, Pink Aid's Partnerships Grow & Flourish Statewide!

In our fifth grant cycle, we were excited to see how many of Pink Aid's partner hospitals and organizations are evolving and developing strong programs to make screening available to everyone and to help the vast number of patients and families in critical need during treatment. Our grants span the entire range of the breast cancer cycle. From outreach in underserved and indigent populations to educate women about breast health and get them in for screening to compassionate support and financial assistance throughout treatment and wellness for better longterm outcomes.

Thanks to the pink hearts of our individual and corporate supporters, between our annual luncheon, annual appeal, Pink Purse fundraising and growing community initiatives, we are able to distribute over \$600,000, satisfying a significant percentage of these requests, with Pink Purse funds on hand for emergency situations.

The grants committee shed more than a few tears during our in-depth vetting process and we are pleased to present this year's worthy grant recipients.



From left to right: Amy DePaulo, Joanne Ballerina, and Patrice Hough of Danbury Hospital's Breast Care Program, Pink Aid's newest grant recipient.



Ann's Place

Danbury, serving Fairfield, New Haven & Litchfield Counties

Ann's Place is a beautiful 17,000 square foot cancer support center. Pink Aid is funding a Latino outreach and education program as well as a financial assistance program for their breast cancer patients in need.



Breast Cancer Emergency Aid Foundation *Statewide*

BCEAF directly pays household bills (utilities, rent and more) for underserved women undergoing breast cancer treatment. Patients are screened and referred to BCEAF by hospitals and breast cancer centers via social workers and patient navigators throughout Connecticut.



CancerCare Outreach & Wig Program *Fairfield County, CT*

Through Cancer Care's Connecticut office, Pink Aid is funding a Latino Outreach professional and providing financial assistance to underserved breast cancer patients.



Connecticut Sports Foundation *Based in New London, CT with Statewide Reach*

The Connecticut Sports Foundation provides financial assistance to cancer patients and funds research projects. Pink Aid is funding a Grant Recipient Program to provide up to \$500 in financial aid to breast cancer patients.



Danbury Hospital *Greater Danbury, CT Area*

Serving the greater Danbury area, in partnership with Danbury Hospital, Pink Aid will be providing breast cancer screening for 150 patients, funding a financial aid assistant to help patients in need as well as gift cards for food and transportation to and from treatment.



Hartford Hospital
Greater Hartford area

Through Hartford Hospital's robust Mobile Mammo program, Pink Aid is funding 150 mammograms, 75 diagnostic screenings and a community liaison for outreach and coordination.



Necessities, Inc.
Statewide

Survivor Maureen Lutz makes patented bags for mastectomy patients, an underserved group, with all the "necessities" one wouldn't normally think of, including hand-sewn pillows to ease pressure under the arms.



The Norma F. Pfriem Breast Care Center
Greater Bridgeport, CT Area

Norma Pfriem is a Breast Care Center affiliated with Bridgeport Hospital. Pink Aid's grant will fund mammograms, ultrasounds and guided biopsies for underserved women, a support group for breast cancer patients in Bridgeport as well genetic testing and counseling and wigs for breast cancer patients in need.



St. Vincent's Medical Center Foundation
Greater Bridgeport, CT Area

Through a 5-year partnership with St. Vincent's, Pink Aid is funding free screenings through their mobile mammo unit as well as financial assistance and compassionate services for their underserved breast cancer patients.



Norwalk Hospital Foundation
Greater Norwalk, CT Area

In a cutting-edge new program, Pink Aid will provide Cold Cap Therapy for 10 women to help them keep their hair during chemotherapy as well as cold therapy mitts and slippers for 20 patients who are undergoing chemo that can destroy their fingernails and toenails.



Saint Francis Hospital & Medical Center
Hartford, CT

Saint Francis is a 300-bed hospital serving greater Hartford. Pink Aid's grant will provide breast cancer screening and diagnostic services, including mammograms, ultrasounds and advanced biopsies.



Stamford Hospital
Greater Stamford area

Stamford Hospital's breast cancer program serves thousands of women in the Greater Stamford area. Pink Aid's grant will fund screening mammograms and diagnostic ultrasounds at Stamford Hospital as well as post-mastectomy durable goods for patients in need.



Witness Project of CT, Inc.
Bridgeport, CT (also serving Norwalk and Stamford)

The Witness Program is a grass roots organization that advocates for impoverished breast cancer patients of African American descent. Pink Aid is funding a breast health outreach and education program for African American women in the greater Norwalk and Stamford areas.



Yale-New Haven Hospital
Greater New Haven, CT Area

Yale New Haven Hospital will continue its Pink Aid food card program to breast cancer patients care for their families while in treatment. We will also post-surgical garments and prostheses, wigs, head coverings, protein powers and other necessities through the Joel Smilow Cancer Center Boutique.

A Moving Story from The Smilow Cancer Boutique at Yale-New Haven

2016 will mark Pink Aid's fourth year partnering with The Smilow Cancer Hospital at Yale-New Haven to provide support to breast cancer patients in need through their cancer boutique. With the help of Pink Aid, the boutique is able to offer breast prostheses, bras, wigs, head wraps, and many other recovery items, regardless of a patient's ability to pay. We also help patients in treatment with food cards.

We receive beautiful notes from patients at YNH and all our grant recipient partners. Here is one story that was shared by Lynore Aaron, the boutique's certified (and very compassionate) mastectomy fitter.

Lynore had a Stage Four patient who wanted to visit her family in Israel after her mastectomy. Her family purchased a ticket as she couldn't afford one, but she was unable to travel on an airplane as she had developed lymphedema in her legs. With Pink Aid's grant, Lynore was able to fit this young woman with lymphedema pantyhose for her legs, so she was able to travel.

When the young woman returned from



Israel for her chemotherapy, she visited Lynore to thank her for making the visit possible. Several weeks later, she returned to the boutique as she was now losing her hair. Again, thanks to Pink Aid's grant, the boutique was able to fit her with a wig she could not have afforded.

Sadly, this young woman didn't survive her battle with the disease. But as Lynore tearfully pointed out to us, because of Pink Aid's generosity, she was able to see her family one last time and to live her last months and pass away wearing a wig, with dignity.



A very grateful Norma Pfriem patient, Aliza Z (with daughters Tatiana and Nohelia and Patient Navigator Rachel Abraham, LCSW) was diagnosed through a free mammogram provided by Pink Aid. After her chemotherapy, Aliza received a wig and attended a support group and individual counseling, also funded Pink Aid.

The Perfect Way to Honor Someone Special.

Pink Aid's Mother's Day Appeal

(and we'll notify her of your beautiful gift!)

For Mother's Day, it's always nice to give a special gift or send flowers.

This year, why not make someone special feel really great with a meaningful gift that can make a real difference in the lives of others. The gift of a free mammogram that can save a life. A gift card that can feed a family while mom is in treatment. Or perhaps, you would like to help pay a breast cancer patient's rent for a month and help keep their family afloat.

A great deal of the women Pink Aid supports are mothers. We can't think of a more appropriate way to celebrate all mothers this Mother's Day!

Please use the enclosed self-mailer to make your donation.



We are thrilled to announce that Pink Aid has received a Silver Rating from Guidestar, the most highly regarded Charity Rating System.

Financial Assistance with Rent & Utilities ♡ Breast Cancer Screening
♡ Recovery Bras & Garments ♡ Breast Prostheses ♡ Family Support ♡
Wigs ♡ Transportation to and from Treatment ♡ Post-Surgical Support
♡ Pink Aid Food Cards ♡ Crisis Counseling ♡ Outreach Programs ♡
Lymphedema Sleeves ♡ Integrated Wellness Programs... *And More*

Pink Rocked!

The Fairfield Theatre Company (FTC) was rocking on April 8th as Band Together CT hosted its third annual benefit concert for Pink Aid. A sold-out crowd feasted on pre-party apps from Marcia Selden Catering and The Whelk, sipped wines from Scheid Family Vineyards and beer courtesy of the Meissner Family and indulged on The Granola Bar's yummy desserts.

The soulful and spirited music, led by birthday-boy bandleader Jerry Vigorito had the crowd on its feet with a great playlist that ranged from unexpected blues numbers like "Papa was a Rolling Stone" to Jimmy Hendrix' "Let Me Stand Next to Your Fire" and danceable rock anthems like "Proud Mary" and "What I like About You." Pink Rock's "Billboard Top 10" Auction raised fun and funds with packages like "Purple Haze," "Rock Lobster" and "Viva Las Vegas."



One of the evening's highlights were the stunning, larger than life decorations by Pink Aid's own Amy Ringer.

The younger generation joined in as members of the Pink Aid Club were there to lend a helping hand.

Thank you to Susan Gersh, Debbie Meissner and the incredible community events team for an unforgettable event. And of course, thanks to all of the Pink Aid family who came out to show their support. You Rock!



Support Businesses that Support Pink Aid!

Pink Aid is so grateful for the outpouring of support we are getting from our generous local community! Many local merchants, businesses and corporations have shown love to Pink Aid with donations of products, services and funding to our annual luncheon, silent auction and community events. Show your love back by patronizing businesses that support Pink Aid!

Thank you to all of you that graciously contributed to Pink Aid during Fairfield County Giving Day!

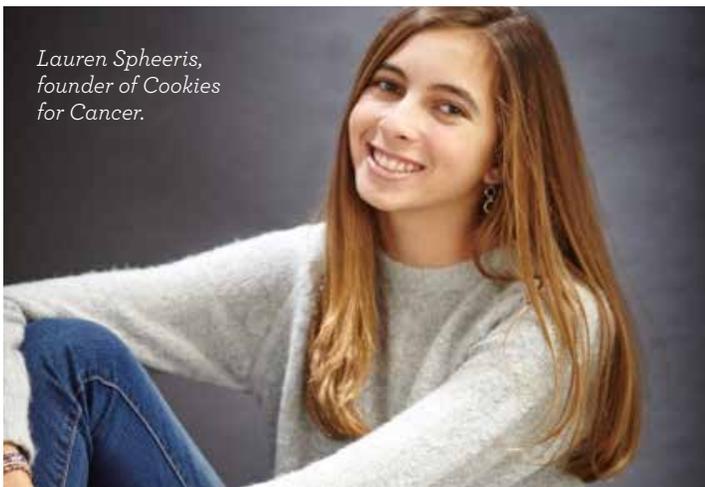
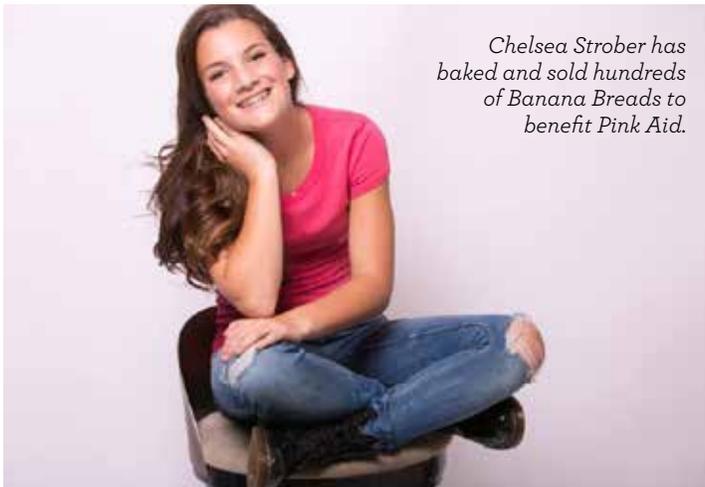
Teens Get Pink Fever: Banana Bread & Cookies4Cancer

Pink Aid is grateful for all the support it receives — especially when it's this sweet!

#BakeItHappen started as a Mitzvah project by Westport student Chelsea Strober. Chelsea baked more than \$4,000 dollars worth of banana bread for Pink Aid last year.

This year, Lauren Spheeris got in on the action with “Cookies for Cancer” and is raising money for Pink Aid by baking and selling pink sugar cookies. Buffy Strober (Chelsea’s mom) got so many calls regarding the youth project that she agreed to help other students come up with ways to raise!

If you are a student who would like to raise money for Pink Aid, write to buffyzc@me.com.



Pink Aid 2016 Corporate Sponsors

(as of April 8, 2016)

FOUNDING SPONSORS

Mitchell Stores
Connecticut Cottages & Gardens
Valerie Wilson Travel
WSAA

PINK SAPPHIRE

Sarah Chait Memorial Foundation, Inc.
The William T. Morris Foundation

PINK TOPAZ

Band Together CT
Bronson Point Management

PINK PEARL

Land Rover Milford
Marcia Selden Catering &
Event Planning
Norwalk Radiology and
Mammography Center
Shope Reno Wharton Architecture

PINK TOURMALINE

CRN International
Fran Burger Realty Group
Katten Muchin Rosenman LLP
SIR Development
Soleil Toile
Superior Seafood
Volvo of Westport



P.O. Box 5157, Westport CT 06881



DISCOVER NEW CLASSES WHILE DONATING TO A GREAT CAUSE!

PINK AID IS THRILLED TO PRESENT A FUN, SPIRITED AND HEALTHY SPRING FUNDRAISER! THESE STUDIOS HAVE GRACIOUSLY DONATED A SPECIAL CLASS TO PINK AID! THIS IS A GREAT OPPORTUNITY TO EXPLORE NEW EXERCISE OPTIONS, WHILE HELPING BREAST CANCER PATIENTS IN NEED AND HAVING FUN WITH "THE PINK AID FAMILY!"

DATE & TIME	FACILITY	ADDRESS	DESCRIPTION	SIGN-UP CONTACT
May 2 @ 9:30am	Revolution Fitness	35 Lois Street, Norwalk	"Rev X" class/50 min	jjmagli@optonline.net
May 3 @ 8:30am	INTENSITY	508 Westport Ave, Norwalk	"Indoorwalking" (group elliptical training). Burn 700 calories!	intensity.club/event-registration/?ee=19287
May 5 @ 7pm	JoyRide Cycling Studio	1200 Post Rd E, Westport	"PINKO de Mayo" Indoor Cycling/50 min	joyridestudio.com
May 6 @ 9:30am	BodyQuest	580 Post Road E, Westport	"Barre workout class"/1 hr	(203) 227-6677
May 9 @ 8:30am	Bowspring Yoga Class	19 Willard Rd, Norwalk	"Bowspring yoga class"	ctbowspring@gmail.com
May 10 @ 9:45am	Pure Barre Westport	291 Post Rd E, Westport	"Pure Barre technique"/55 min	westport@purebarre.com
May 11 @ 9:30am	Fitness Factory	1200 Post Rd E, Westport	"Bootcamp using interval training"	desk@fitnessfactorywestport.com
May 13 @ 10:30am	Westport YMCA	14 Allen Raymond Ln, Westport	"Cycle 4 Pink" w/Lory Wasserman/1 hr	sgoldman@westport.org
May 16 @ 8:15/9:15am	Core Motion	1 Sasco Hill Road, Fairfield	"Plank, lunge, twist, reach, pulse"/50 min	coremotionstudios.com
May 18 @ 5:45pm	Fitness Edge Fairfield	500 Kings Hwy Cutoff, Fairfield	"Zumba w/Claudia"	claudiahikade@gmail.com
May 19 @ 10am	Dance Collective	222 Post Rd W, Westport	"Beginner Ballroom/Tango"	(203) 341-8900
May 20 @ 9:30am	Elevation Spin	4 Old Mill Road, Georgetown	"Spin/TRX Core"/90 min	(203) 544-9503
May 23 @ 9:30am	She3 Barre & Wellness	52 Meadow View Dr, Westport	"Barre w/Benay, TRX, fitness ropes"/1 hr	she3fit.com
May 23 @ 4/5:30pm	Westport Bike Rental	Imperial Farmer's Market lot	"Leisurely scenic bike ride"	thebikelady@westportbikerentals.com
May 24 @ 8:30am	Andy Berman: Mental Grit	45 Little Fox Lane, Westport	"Varied boot camp levels"	andy@mentalgritfitness.com
May 25 @ 8:30am	Saraswati's Yoga Joint	1 North Water St., S.Norwalk	"SYJ Open/Vinyasa"	syjyoga.com or (203) 838-2725
May 26 @ 8:15/9:30am	Sound, Body and Mind	104 Hillspoint Road, Westport	"Yoga Power Hour/Tabata Chisel"/1 hr each	goo.gl/BS7DwX
May 31 @ 11-1pm	Mel's Method & Lunch	37 Cardinal Road, Weston	"Mat Pilates, Nutrition Seminar & Spa Lunch"	melsmethod.com

ALL CLASSES REQUIRE RESERVATIONS. SPACE IS LIMITED SO RESERVE EARLY! UNLIMITED "PINK PASS" & S4P LOGO TANK \$100, AVAILABLE ONLINE AT PINKAID.ORG. INDIVIDUAL CLASSES \$25, ALSO INCLUDES S4P LOGO TANK. PAYABLE AT EACH STUDIO. PLEASE BRING CASH OR CHECK PAYABLE TO PINK AID. SEE STUDIO WEBSITES FOR DETAILS ON CLASSES.

SAVE THE DATE: PINK AID 6TH ANNUAL LUNCHEON, SEPTEMBER 29, 2016!