

# Pink Aid SUPPORTS BREAST CANCER ORGANIZATIONS AND NOW, Direct Support to Patients and Survivors



Pink Aid is well known in Huntington and surrounding communities for its sold-out fashion shows held every October at Mitchells and Sweat 4 Pink, the annual spring fundraiser that takes place in fitness, yoga and dance centers throughout Long Island.

With its roots in the Connecticut region, Pink Aid's mission is to help underserved women survive breast cancer treatment with support and dignity, to provide screenings for women in financial need, and to empower breast cancer survivors to heal by helping and inspiring others.

In 2014, Ali and Christopher Mitchell introduced Pink Aid to the Long Island community. Since its inception, Pink Aid Long Island has donated over \$600,000 to eighteen local organizations



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ranging from free mammogram programs for uninsured women at Huntington Hospital's Dolan Family Health Center and Mercy Medical Center, education and wellness programs through grantees like the Maurer Foundation and Strength for Life, to compassionate care programs provided in partnership with breast cancer coalitions and major hospitals across the island, including Northwell Health and Southampton hospital.



This summer, Pink Aid Long Island will launch a new program, the Pink Purse, which will allow the organization to provide direct financial assistance to women in need fighting breast cancer. The idea for the program came about when Pink Aid organizers learned of the plight of many women who were struggling to pay their bills while in treatment. Someone in the group shared that her grandmother had kept emergency money in a little pink coin purse, and the idea of giving women who were struggling financially the direct financial aid they needed was born.

Pink Purse grants are used to pay for wigs and specialty garments, but they are also used to keep the lights on, pay the rent, cover the cost of transportation to and from medical appointments, pay the babysitter and sometimes, to keep food on the table.

An inspiring video explains how Pink Purse has already been helping women in Connecticut: [www.youtube.com/watch?v=nG6h-q86C-o](http://www.youtube.com/watch?v=nG6h-q86C-o).

Breast cancer patients in financial need are encouraged to apply to Pink Purse directly at [www.pinkaid.org](http://www.pinkaid.org).

Pink Aid is grateful to the community members and sponsors who support the organization and its mission. This year's Pink Aid Fashion Show is set for October 18 at Mitchells in Huntington. For information about corporate sponsorships or to get involved, visit [www.pinkaid.org](http://www.pinkaid.org).

*This article is proudly sponsored by Dr. Inna Gellerman*