Pink Aid’s Pink Purse Opening This Spring!

Breast Cancer Patients With Documented Financial Need Can Now Apply to Pink Aid Directly for Emergency Relief.

This year begins a new era with the establishment of Pink Aid’s Pink Purse. Despite the efforts of the many organizations that Pink Aid supports through your generosity, some women find themselves with nowhere to turn in the midst of catastrophe or when funding runs out. Now we can open our Pink Purse and provide help directly to women in crisis. Thanks to your generosity, a passionate supporter who matched donations at last year’s event, and our designation as a 501(c)3 charity, Pink Aid’s power to help women in our community is even greater!

“The Big 5!”

Pink Aid Gears Up For 5 Year Anniversary Luncheon.

If the Kick-off was any indication, planning Pink Aid’s 5th Birthday on October 1 is going to be one long party, fueled by laughter and new friendships. Shelly Kassen & Suzanne Kramer had never met when asked to co-chair the event, but have quickly developed the ease of long-time friends, now affectionately known as “SK2.” They bring tremendous talents and résumé highlights that include Shelly’s 9-year stint as Westport Selectwoman, Suzanne’s 20 years in hospital management as well as shared graduate degrees from Harvard (Shelly’s an MBA and Suzanne’s in Health Care Management & Policy.)

As breast cancer survivors – they’ve learned much about life, love and compassion. Their enthusiasm is infectious, drawing old friends and new into the Pink Aid fold and setting high expectations for the event. Andrew Mitchell-Namdar announced that Donna Karan, acclaimed designer and supporter of cancer charities including her own Urban Zen Foundation, will be the featured designer. We recommend you buy tickets early!
Pink Aid is now funding 15 organizations throughout Connecticut!

In our fourth year, awareness of Pink Aid and our mission has continued to grow. We received several applications from “new to Pink Aid” organizations, including Ann’s Place, Hartford Hospital, The Connecticut Sports Foundation and CancerCare’s Outreach Program.

Thanks to the big hearts of our supporters, between our annual luncheon, sports teams, corporate, Pink Purse and community initiatives, we raised and were able to distribute $445,000, satisfying a significant percentage of these requests. In less than five short years, Pink Aid has emerged as a benevolent and reliable source of funding, truly making Connecticut a more compassionate and humane place for countless women and their families.

We are thrilled to present this year’s grant recipients, a varied list of hospitals, breast care centers and grass roots groups. The Pink Aid Grants committee has enjoyed getting to know these organizations and build programs with them!
Gilda’s Club Westchester

Greater Stamford area

Gilda’s Club is a cancer support center that provides services to Westchester and Fairfield County residents. Via outreach through Stamford Hospital, Pink Aid is funding a bi-lingual phone counseling program for breast cancer patients in need who are Connecticut residents.

Norwalk Hospital

Norwalk Hospital Foundation

Norwalk, CT area

Pink Aid will fund 40 breast cancer patients to participate in “Wise & Well,” a new wellness program. It will provide nutritional counseling, acupuncture and integrative therapies that are proven to ease stress, promote healing and improve survival rates.

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.

Saint Francis Hospital & Medical Center

Hartford, CT

Saint Francis is a 300-bed hospital serving greater Hartford. Pink Aid’s grant will provide financial assistance of up to $500 for 40 breast cancer patients and Stop & Shop cards to feed families.

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.

Stamford Hospital

Stamford, CT

Pink Aid’s grant will fund screening and diagnostics through Stamford Hospital’s mobile mammo unit, which has a large outreach to underserved women in several communities. Pink Aid is also funding post-mastectomy durable goods for patients in need.

The Norma F. Pfriem Breast Care Center

Bridgeport, CT

Norma Pfriem is a Breast Care Center affiliated with Bridgeport Hospital. Pink Aid’s grant will fund screening and diagnostic services, as well as provide wigs, prosthetics, wellness services and counseling to underserved women undergoing breast cancer treatment.

Witness Project of CT, Inc.

Bridgeport, CT

The Witness Program is a grassroots organization that advocates for impoverished breast cancer patients of African American descent. Pink Aid is funding a nutrition program, in which patients learn how to shop, eat and cook more nutritiously to improve survival rates. Funds also supply qualifying women with foods needed.

Yale-New Haven Hospital

New Haven, CT area

Yale New Haven Hospital will continue its Pink Aid food card program. We will also fund wigs, head coverings, recovery bras, lymphedema sleeves and other necessities through the Joel Smilow Breast Center Boutique.
Spring/Mother’s Day Appeal. Honor a special woman in your life while benefitting local breast cancer patients in need.

For more information, go to pinkaid.org.

Discover New Classes While Donating to a Great Cause!

We are thrilled to present a fun, spirited and healthy Spring Fundraiser! The studios below have each 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!” Space is limited so reserve early. See Pink Aid on Facebook or studio websites for details on classes. EACH CLASS IS $25. PLEASE BRING CHECK PAYABLE TO “PINK AID.” (IF YOU FORGET, CASH OR CREDIT IS OKAY, TOO!)

<table>
<thead>
<tr>
<th>DATE &amp; TIME</th>
<th>FACILITY</th>
<th>ADDRESS</th>
<th>DESCRIPTION</th>
<th>SIGN-UP CONTACT</th>
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<tbody>
<tr>
<td>May 3 @ 11am</td>
<td>Saugatuck Rowing Club</td>
<td>521 Riverside Ave, Westport</td>
<td>“Total Body w Mo” 3 levels/1 hour</td>
<td>(203) 221-7475</td>
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<tr>
<td>May 5 @ 6pm</td>
<td>JoyRide Cycling Studio</td>
<td>1200 Post Rd E, Westport</td>
<td>“Pinko de Mayo” Spin/50 min + Kickoff Cocktails &amp; Bodega Taco Truck!</td>
<td>joyridestudio.com</td>
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<tr>
<td>May 6 @ noon</td>
<td>Oxygen Cycling</td>
<td>22 Pine St, New Canaan</td>
<td>“O Barre” class/1 hour</td>
<td>(203) 920-1400 ext. 0</td>
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<tr>
<td>May 9 @ 4pm</td>
<td>yogapata</td>
<td>444 Danbury Rd, Wilton</td>
<td>Bowspring Practice w/Tracy Bleier/75 min.</td>
<td>(203) 210-7750</td>
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<tr>
<td>May 11 @ 8:30am</td>
<td>INTENSITY</td>
<td>508 Westport Ave, Norwalk</td>
<td>Indoorwalking (group elliptical training), Burn 700 calories!</td>
<td>intensity.club/event-registration/?ee=19287</td>
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<tr>
<td>May 12 @ 12:30pm</td>
<td>Dance Collective</td>
<td>222 Post Rd W, Westport</td>
<td>Beginner Latin Dance/1 hour</td>
<td>(203) 341-8900</td>
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<tr>
<td>May 17 @ 4pm</td>
<td>Kaia Yoga</td>
<td>1200 Post Rd E, Westport</td>
<td>Yoga w Lisa Giordano/90 min.</td>
<td>(203) 532-0660</td>
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<tr>
<td>May 18 @ 8:30am</td>
<td>She3 Barre @ Athleta Store</td>
<td>103-107 Main St, Westport</td>
<td>Barre Exercise &amp; Relaxation w/Benay/1 hour + Snacks &amp; Special Shopping</td>
<td>she3fit.com</td>
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<tr>
<td>May 20 @ 6pm</td>
<td>Evolution</td>
<td>292 Post Rd E, Westport</td>
<td>REV elution Interval &amp; Core/1 hour</td>
<td>(203) 216-0378</td>
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<tr>
<td>May 28 @ 11am</td>
<td>Mental Grit</td>
<td>Address supplied after sign-up</td>
<td>“Boobs &amp; Butts” w/Andy Berman</td>
<td><a href="mailto:andy@mentalgriftness.com">andy@mentalgriftness.com</a></td>
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<tr>
<td>May 29 @ noon</td>
<td>Downunder</td>
<td>575 Riverside Ave, Westport</td>
<td>“PaddleFit + Fun”/1 hour</td>
<td>(203) 956-6217</td>
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<tr>
<td>May 30 @ 4pm</td>
<td>Westport YMCA</td>
<td>14 Allen Raymond Ln, Westport</td>
<td>“Cycle 4 Pink” w/Lory Wasserman/1 hr</td>
<td>(203) 226-8981 ext. 124</td>
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SAVE THE DATE: PINK AID 5TH ANNUAL LUNCHEON, OCTOBER 1, 2015!