What started in 2011 as a local effort to provide compassion and screening to underserved breast cancer patients in Fairfield County has quickly grown to become a relied-upon resource across Connecticut. Through statewide partnerships with organizations in six of Connecticut’s eight counties, we have enjoyed working with and developing grant recipients that did not exist prior to Pink Aid’s founding.

One of the most exciting parts of this journey has been working with grant partners to seed and fund programs that did not exist prior to Pink Aid. Exciting initiatives like the Cold Cap Program at Norwalk Hospital, the Health Equality Initiative at Ann’s Place, the Compassionate Care program at Yale’s Smilow Boutique, the Valley Breast Wellness Initiative at Stamford Hospital, and the Connecticut Breast Cancer Emergency Aid Fund, among others, have made Connecticut the most humane state in which to battle the disease.

We strive to make Connecticut the most compassionate care state, where it is needed most. Pink Aid’s mission is to provide statewide services, at Middlesex Hospital, and Day Kimball, in Bristol, to name a few. Pink Purse Fund provides start-up services, and we are grateful to our grant partners, including the American Cancer Society, Breast Cancer Emergency Aid Fund, Connecticut Breast Cancer Emergency Aid Fund, Connecticut’s Brighter Outcomes, Day’s Place, and more.

We are grateful to our grant partners for their support and for helping us to provide compassionate care services to those who need them most. Pink Aid’s impact is seen statewide, with patients receiving care across the state. Pink Aid’s mission is to make Connecticut the most compassionate care state, where it is needed most. Each year, we strive to expand our services and reach more patients in need.

Pink Aid’s Spring 2018 events include the Breast Care Center event at Norma Pfriem Breast Care Center, the Health Equality Initiative at Ann’s Place, and the Compassionate Care program at Yale’s Smilow Boutique. These events help us to provide compassionate care services to those who need them most.

Pink Aid’s impact is seen statewide, with patients receiving care across the state. Pink Aid’s mission is to make Connecticut the most compassionate care state, where it is needed most. Each year, we strive to expand our services and reach more patients in need.
What are the latest hormonal treatment recommendations for pre-menopausal and postmenopausal women? Why is bone health so important and necessary? How do optimal lifestyle choices affect your health?

Warriors! At long last, Pink Aid is realizing our vision to offer an informative lecture series for breast cancer survivors that have walked our runway and those touched by breast cancer in the community. Be our guest and join your fellow Warriors for a special morning of bonding, education and conversation.

**Thursday, May 3rd, 2018 11am-12:30pm**  
Home of Amy Katz 45 Little Fox Lane, Westport, CT  
Please RSVP by April 25 as seating is limited.  
To register: Call 203.682.PINK or go to pinkaid.org

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**Introducing Pink Aid’s WARRIOR CONNECTION LECTURE SERIES**

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**Join Us for Our First Golf Event to Benefit Pink Aid!**

Calling all scratch golfers and recreational players! For our male supporters and ladies too, we have a terrific day planned for all. Mark your calendars for Monday, June 4th at Rolling Hills Country Club in Wilton, CT, a premier 18-hole championship course. Open to men and women, it’s sure to be a great day of fun, while you support breast cancer patients in need throughout Connecticut. To Register or Sponsor: visit pinkaid.org or email info@pinkaid.org  
Pink Shirts Optional!

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**FAIRFIELD COUNTY OPEN**  
ROLLING HILLS COUNTRY CLUB  
MONDAY, JUNE 4TH, 2018  
Visit pinkaid.org for registration and information.

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**Monday, June 4, 2018**  
Rolling Hills Country Club  
Wilton, CT

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**Featured Guest Speaker:**  
**Richard S. Zelkowitz, MD**  
Medical Director of the Smilow Family Breast Health Center/Breast Oncologist at Norwalk Hospital. Dr. Zelkowitz, a renowned breast cancer clinician often collaborates on therapies, treatment and research with Memorial Sloan Kettering.

**Guest Speaker:**  
**Michelle Dailey, LMFT**  
Whittingham Cancer Center at Norwalk Hospital

**Introducing:**  
**Barbara Cervoni, LMSW, ACSW**  
Director of Services & Communication/ The Support Connection, Inc.

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**Warriors!** At long last, Pink Aid is realizing our vision to offer an informative lecture series for breast cancer survivors that have walked our runway and those touched by breast cancer in the community. Be our guest and join your fellow Warriors for a special morning of bonding, education and conversation.
This year, Pink Aid’s Grants Committee had a more difficult task than ever, as both the need across the state and awareness of our organization continued growing. While we still have the greatest “asks” in financial assistance and screening, we are seeing an increased need for help with diagnostic testing. As deductibles rise, sadly many women have been opting out of further testing after suspicious mammograms. We are helping stop this trend in this high risk population.

In our “Treatment, Recovery and Wellness” category, this year we are supporting two hospital programs that provide cold cap therapy. Cold cap therapy allows women undergoing chemotherapy to preserve their hair. This service is cost prohibitive to underserved women and one of many compassionate care services Pink Aid supports with passion.

In Year 7, Pink Aid Sees New Trends in Granting to 18 Organizations.

American Cancer Society
National/Connecticut Chapter
Supporting the ACS Connecticut chapter of Breast Cancer Support Services throughout the State of Connecticut, Pink Aid will help fund transportation for cancer patients through the Road to Recovery Program and assist with funding free wigs through their Look Good Feel Better program.

Ann’s Place
Danbury, serving Fairfield, New Haven & Litchfield Counties
Ann’s Place is a 17,000 square foot cancer support center. Pink Aid is partially funding a bilingual social worker to conduct outreach and education to underserved communities, funding facilitated support groups as well as a financial assistance program for their breast cancer patients.

Breast Cancer Emergency Aid Foundation
Statewide
The BCEAF pays household expenses such as utilities, mortgage, 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 an outreach program providing breast health education and navigation for free screenings to indigent and underserved communities. Pink Aid is also funding a financial assistance program for these patients.

Connecticut Cancer Foundation
Based in New London, CT with Statewide Reach
Formerly the Connecticut Sports Foundation, Connecticut Cancer Foundation provides financial assistance to cancer patients. Pink Aid is funding their Grant Recipient Program to provide up to $500 in financial aid to breast cancer patients.

Danbury Hospital
Greater Danbury, CT Area
In partnership with Danbury Hospital, Pink Aid’s grant will provide breast cancer screening and diagnostic testing, help fund a financial aid assistant to help navigate patients in need to obtain funding, and provide food and gas cards for breast cancer patients.
Norwalk Hospital
Greater Norwalk, CT Area
With the recent collaboration of Norwalk Hospital and Memorial Sloan Kettering, the medical physicians both aim to work together to bring the latest and newest advances in cancer care to Fairfield County patients. Funding from Pink Aid will allow Norwalk Hospital to continue its Cold Therapy for Taxane Chemotherapy program, a treatment to help prevent hair loss during chemotherapy.

St. Vincent’s Medical Center Foundation
Greater Bridgeport, CT Area
Through a 7-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.

Saint Francis Hospital & Medical Center
Hartford, CT
Pink Aid’s grant will provide funding for screening and diagnostic testing, help fund the hospital’s Integrative Medicine Therapies program which provides various therapeutic services to breast cancer patients, and funds to help with transportation costs to medical appointments.

Stamford Hospital
Greater Stamford Area
Supporting the Breast Cancer Grant Program at Stamford Hospital, Pink Aid funds will provide over 300 screening mammograms. Pink Aid is also funding the purchase of durable goods for women in need.

Support Connection
Greater Danbury, CT Area
Through a grant partnership with Pink Aid, Support Connection provides a peer hotline for all Connecticut residents. Their team of survivor/peer counselors provides emotional support & navigational help M-F, 9am-5pm.

Yale New Haven Hospital
Greater New Haven, CT Area
Yale New Haven Hospital continues its Pink Aid Compassionate Care Program for Breast Cancer Patients at the Joel Smilow Breast Boutique, which will fund wigs, prostheses, lymphedema sleeves and other recovery necessities, including food cards.
Breast Health Spotlight: The Importance of Screening in Older Women.

In recent years, there has been much debate about appropriate age guidelines for screening mammograms, not only on the younger, but also on the older end of the age spectrum. Of course, women with known genetic markers are advised to be more vigilant and often start screening at a younger age. But older women of average risk have received less guidance and mixed messages about how long to continue testing. Many women stop seeing their gynecologists as regularly in the decades following menopause.

In 2009, the U.S. Preventive Services Task Force (USPSTF) recommended that mammograms shouldn’t be encouraged in women ages 75 and older because they might not benefit from screenings. The report maintained that no research had shown that these women would benefit from regular mammograms.

Several medical organizations and advocacy groups, however, including the American Cancer Society and The National Comprehensive Cancer Network, didn’t agree with the USPSTF conclusions, which were controversial and not widely adopted by doctors.

A large study, conducted by the Radiological Society of North America in 2016, involving nearly 7 million examinations, subsequently found that women “benefit from screening mammograms until age 90.” Nearly all experts would agree that annual screening doesn’t make sense for an older woman who wouldn’t want to be treated for breast cancer because of personal preferences or other advanced health issues. Still, many women age 75 and older are in reasonably good health and would want to be treated should they be diagnosed with breast cancer. And please note, women older than 90 should be encouraged to get a mammogram as well if they are well enough to consider treatment.

“The older you get, the greater the risk of breast cancer. All women should continue yearly mammograms with advancing age, as long as they are well enough to withstand treatment. Early detection always improves one’s chances for the best prognosis.”

Dr. Arlene Sussman
Director of Women’s Imaging, Brookhaven Hospital
(a Pink Aid Long Island Grant Partner)
Medical Director, Virtual Radiologic

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Pink Aid’s Mother’s Day Appeal
A Meaningful Way to Honor A Special Woman!

This year, consider honoring an extraordinary mom on Mother’s Day with a special gift that is both meaningful and will make a real difference in the lives of others. Visit pinkaid.org to see how your gift can help. Donate the gift of a free mammogram that can save a life. Or why not help fund a food card that can feed a family while mom is in treatment. Or perhaps help pay a breast cancer patient’s rent for a month to keep her financially burdened family afloat. A great deal of women that Pink Aid supports are mothers. We can’t think of a more appropriate way to celebrate all mothers this Mother’s Day!

Dear Barbara,

In your honor, your daughter Susan has donated a month’s rent to help a breast cancer patient in need who is undergoing treatment.

Have a wonderful and healthy Mother’s Day!

We’ll notify her of your beautiful gift with this limited-edition thank you card with personalized message!

To make a donation in honor of a special mother this Mother’s Day, visit pinkaid.org.