**Pucker Up for Pink Aid’s Pink Purse!**

Stories from the Purse: Meet Kim from CA

Kim is a 43-year-old single mom from San Jose. Living with her 12-year-old son, her carer, 20, is in the navy, currently in quarantine, paying rent. Kim is well and was diagnosed with Stage 3B breast cancer in February 2020. She completed chemotherapy in June, a bilateral mastectomy in July, and underwent 6 weeks of radiation. Her social worker at Stanford Health located Pink Purse, helped her apply for a $3,000 December payment and she was approved. Wishing as a receptionist, Kim had lost her job in March due to COVID. She applied for disability, was denied and probably end in January. She has to take a chemotherapy pill for 6 months and is highly interested in finding work and paying rent. “Her mantra is “one day at a time”!

Words from our Donors: Shelley Robinson

“Pink Aid has been a tremendous help to my husband and I. We have been able to pay our bills and rent.”

Pink Aid is grateful for the generous support of our Pink Purse reviewers, nominees, and donors. We are especially grateful for the support of our Title Sponsors, Major Corporate Sponsors, Pink Partner Sponsors, Pink Future Sponsors, Pink Rose Sponsors, and Pink Friend Sponsors. To become a Pink Purse “reviewer” or get involved with Pink Aid, please visit www.pinkaid.org.

**Pink Aid’s 10-Year Celebration Packs a Virtual Punch**

Pink Aid’s Semi-Virtual 10th Anniversary Celebration was broadcast Saturday, January 23, 2021. Pink Aid is excited to introduce you to the Pink Purse event. Pink Aid is pleased to offer Pink Purse event links and Party Packages to mark this exciting milestone. To celebrate Pink Aid’s 10-year anniversary, Pink Aid launched its signature program, the “Pink Purse” emergency aid fund, nationally.

**Helping Cancer Patients Get Their Rent Paid**

Pink Aid continues to help support cancer patients get their rent paid. Kim was diagnosed with Stage 11B breast cancer in November 2019 and just underwent 6 weeks of radiation. As a survivor, I know how difficult recovery can be and I am a liaison to help the Pink Purse fund so many families have to confront. Pink Aid is the breast cancer organization that helps patients pay utility, rent, groceries, and more and uplift families. With Covid, the needs are greater and I am proud to say that Pink Aid is a shining light in the community because its supporters will never go back down!”

To become a Pink Aid reviewer or get involved with our national sponsors, please visit www.pinkaid.org.

**Pink Aid’s Semi-Virtual 10th Anniversary Celebration was broadcast Saturday, January 23, 2021. Pink Aid is excited to introduce you to the Pink Purse event. Pink Aid is pleased to offer Pink Purse event links and Party Packages to mark this exciting milestone. To celebrate Pink Aid’s 10-year anniversary, Pink Aid launched its signature program, the “Pink Purse” emergency aid fund, nationally.**

**Pink Aid’s 10-Year Celebration Packs a Virtual Punch**

Pink Aid’s Semi-Virtual 10th Anniversary Celebration was broadcast Saturday, January 23, 2021. Pink Aid is excited to introduce you to the Pink Purse event. Pink Aid is pleased to offer Pink Purse event links and Party Packages to mark this exciting milestone. To celebrate Pink Aid’s 10-year anniversary, Pink Aid launched its signature program, the “Pink Purse” emergency aid fund, nationally.

Pink Aid’s 10-Year Celebration Packs a Virtual Punch

Pink Aid’s Semi-Virtual 10th Anniversary Celebration was broadcast Saturday, January 23, 2021. Pink Aid is excited to introduce you to the Pink Purse event. Pink Aid is pleased to offer Pink Purse event links and Party Packages to mark this exciting milestone. To celebrate Pink Aid’s 10-year anniversary, Pink Aid launched its signature program, the “Pink Purse” emergency aid fund, nationally.

Pink Aid’s 10-Year Celebration Packs a Virtual Punch

Pink Aid’s Semi-Virtual 10th Anniversary Celebration was broadcast Saturday, January 23, 2021. Pink Aid is excited to introduce you to the Pink Purse event. Pink Aid is pleased to offer Pink Purse event links and Party Packages to mark this exciting milestone. To celebrate Pink Aid’s 10-year anniversary, Pink Aid launched its signature program, the “Pink Purse” emergency aid fund, nationally.
Pink Aid's Semi-Virtual 10th Anniversary Celebration was broadcast Saturday evening 10.10.20 to hundreds of supporters who purchased event links and Party Packages to mark this milestone in small party pods across the country.

An amazing group of former event hosts and celebrities, including Giuliana Rancic, Hoda Kotb, Joan Lunden, Susie Essman, Melissa Etheridge and even a shout out from Long Island's Billy Joel, were a few of the highlights. A performance by CMAs 2020 “Group of the Year,” Old Dominion, a peek at the latest from “cashmere king” Brunello Cucinelli and a prerecorded “Celebration of Life Fashion Show” featuring women recovering from breast cancer, gave the event its emotional core. The show was introduced by this year’s Visionary Chairs, Cindy Citrone and Kim Meier. Auction items included a trip to Brunello Cucinelli’s Tuscan village Isolano, a year of shoes from Mitchells, golf outings at exclusive courses, jewelry, wine, art, and a Peloton bike.

Since 2011, Pink Aid has donated more than $6.5 million to 47 programs — in all corners of the state and on Long Island. Through Pink Purse, Pink Aid provides direct financial assistance to cover essential expenses like rent and utility bills during treatment.

Right: Alex Dunev presents a check to the Whittingham Cancer Center / Norwalk Hospital in honor of Diana. To Dr. Linda Vahdat (center) and Caryn Ecker (right) for Pink Aid’s Pink Purse to support breast cancer patients in treatment at Norwalk Hospital’s Whittingham Cancer Center.

Left: Alex and Diana pictured with their 2 daughters.

Diana Wheeler Dunev, a Westport mother of two beautiful little girls, lost her long, brave battle with breast cancer this past August.

Her husband Alex and their extensive network of friends and family wanted to do something meaningful in her honor. Kindness and compassion exemplified Diana’s life and her husband raised $30,000 for Pink Aid’s Pink Purse to support breast cancer patients in treatment at Norwalk Hospital’s Whittingham Cancer Center.

IN LOVING MEMORY

REMEMBERING DIANA DUNEV

SEEING THE FUTURE THROUGH ROSE COLORED GLASSES!

PINK AID’S 10TH ANNIVERSARY VIRTUAL CELEBRATION — 10.10.20

Thank you to everyone for their incredibly generous donations in the month of October in honor of breast cancer awareness.

Amelia H for Boredom Beads: Amelia turned quarantine boredom into a business to help others. She created and sold Boredom Beads to benefit Pink Aid.

Herman Walker’s - Intensity Fitness: Herman dedicated his Virtual Power Groove class to the late Diana Dunev. Friends donated to Pink Aid in her memory.

Staples Field Hockey: Could not stop them from an unforgettable season or from playing staples field hockey. They’ve done since the beginning. Thank you Valarie Castner, Lane Ambrose, Izzy Deveney and Maya Reiner.

SUPPORTERS FIND CREATIVE WAYS TO SHOW THEIR SUPPORT

Mask Kords: Matched sales of the Pink Power Package — a pink camo mask with a matching mask kord and donated a portion of sales in October to Pink Aid.

Kriftcher Family Zoom Bingo: Thank you to the Kriftcher Family for hosting a fun virtual bingo evening of families coming together to support Pink Aid!

Local Fundraising: Staples Field Hockey, Sacred Heart Community Service Student Leaders, and Herman Walker’s - Intensity Fitness

Local Fundraising

Amelia H for Boredom Beads

Herman Walker’s - Intensity Fitness

Sacred Heart Community Service Student Leaders

Focused on Breast Cancer Awareness during October by collecting donations for patients in treatment.

Kriftcher Family Zoom Bingo

Thank you to the Kriftcher Family for hosting a fun virtual bingo evening of families coming together to support Pink Aid!

COMPASSION IS NEVER CANCELLED

Bracelets For Heroes

Fourth grade friends looking to have a difference donate all of the proceeds from their mask chain sales from the month of October to Pink Aid.