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**pinkaid**  
*compassion until there's a cure*

## Five & Fabulous!

October 17, 2018 marked the 5th Anniversary of Pink Aid Long Island's Annual Luncheon and Fashion Show. A sold-out crowd of over 300 guests was on hand to celebrate the theme of "Blush – A Touch of Pink Can Make All The Difference."

The event raised over \$500,000, allowing Pink Aid to provide critical support to 19 Long Island breast cancer organizations, and funding another

year of the Pink Aid's Pink Purse, a direct assistance program for patients in need.

When the doors opened, guests indeed "blushed" to see how Mitchells in Huntington was once again completely transformed for this annual event. In partnership with NYC&G Magazine, the "Blush" Designer Auction set a gorgeous scene, displaying an incredible array of items for bidding - from a fully dressed pink Christmas tree to a "Yes Way Rosé" bar cart!



The VIP Pre-Party "Organic Krush and a Little Blush" treated luncheon sponsors and top donors to a delicious assortment of pressed juices and healthy breakfast foods, courtesy of local favorite Organic Krush. Makeup artists from RJ West touched up guests' make-up and supplied the perfect pink lip for the Step & Repeat.

The stage program kicked off with opening remarks

from luncheon chair and Title sponsor Patricia Petersen, President of Daniel Gale Sotheby's International Realty, followed by a stunning fashion show of Spring looks from designer Vince. Guest speaker Carolyn Gusoff, CBS News reporter, author and native New Yorker, moved the crowd with her candid "call me a survivor" journey through breast cancer diagnosis, treatment and recovery. The "We are Pink Aid" video showcased the true spirit of "Compassion Until There's a Cure."

*Continued on next page*





MANY THANKS TO OUR  
2018 CORPORATE SPONSORS!

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*Five & Fabulous! continued*  
During the Live Auction and Paddle Raise, guests lifted giant pink foam hands in the air, giving “high fives” for incredible items including a trip to the Amalfi Coast, a \$10,000 Vince Shopping Spree, and the crowd favorite, a “Year of Shoes” from Mitchells.  
The pinnacle of the day, as always, was the Celebration of Life fashion show, where eleven breast cancer survivors walked the runway with beauty and strength, followed by a standing ovation, inducing final loop of twenty-five Alumnae Models in attendance from over the years.

Inspired and abuzz, the crowd adjourned for a fabulous lunch from Marcia Selden Catering, making final visits to the Wall of Compassion to support the Pink Purse before scooping up the spectacular Year 5 gift bags full of donated goodies.  
From start to finish, the day celebrated the incredible impact that Pink Aid and its supporters made in the lives of women battling breast cancer on Long Island in just five short years.  
Save the date for the next Luncheon and Fashion Show coming October 16, 2019. Join us and see what Pink Aid has in store for Year 6!

# Honor Thy Mother

## Pink Aid’s Annual Mother’s Day Appeal

At Pink Aid, so many of our moms, like moms everywhere have been affected by breast cancer. This year, we hope you will consider giving your mother a gift that is both meaningful and will make a real difference in the lives of others: a donation to Pink Aid.

The gift of a free mamogram can save a life. Or help fund a food card that can feed a family while a 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. Pink Aid will send a beautiful card acknowledging your thoughtful gift. We can’t think of a more appropriate way to celebrate *all* mothers this Mother’s Day.



*To make a donation in honor of a special mother this Mother’s Day, visit [pinkaid.org](http://pinkaid.org).*

*We’ll send her a beautiful card acknowledging your gift.*

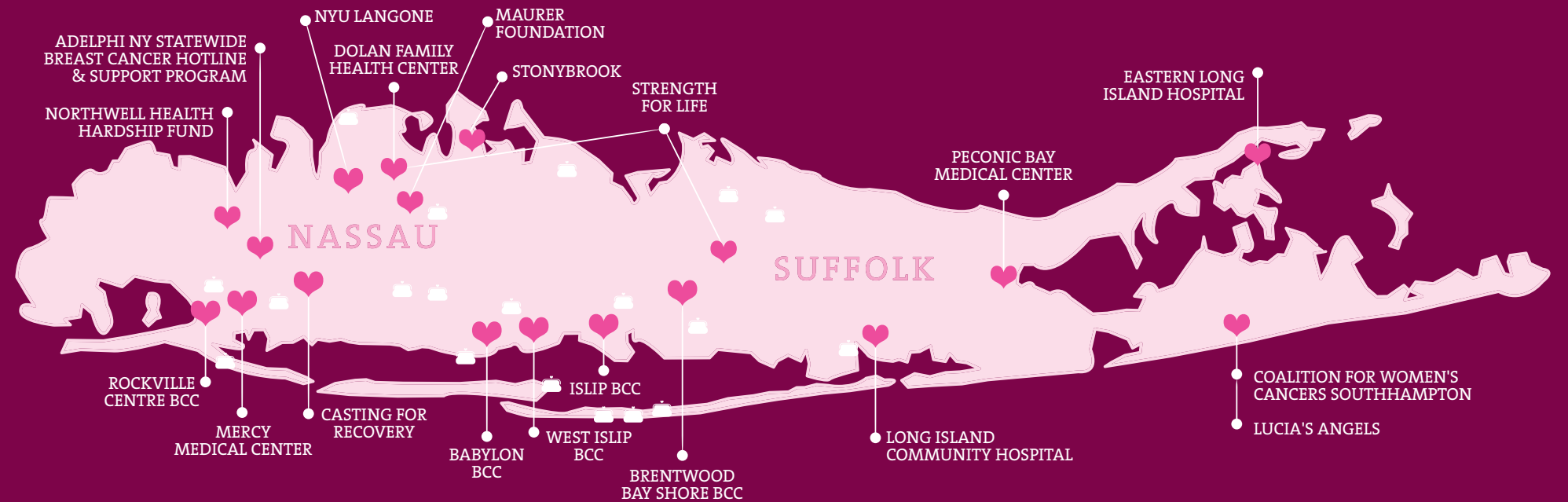


Where your money goes...

# 2019 Pink Aid Long Island Grantees



Pink Purse Recipients



## ADELPHI NY STATEWIDE BREAST CANCER HOTLINE AND SUPPORT PROGRAM

Run by the Adelphi University School of Social Work, this program provides Bilingual counseling, patient navigation and support services to underserved women receiving care for breast cancer at Nassau County University Medical Center and referrals from other Long Island hospitals such as Mercy Medical Center, Northwell Health, St. Francis Hospital and NY Winthrop. Pink Aid funds will also provide assistance with transportation, food cards, wigs, prostheses and household bills for patients in need.

## BABYLON BREAST CANCER COALITION

In its third year of funding from Pink Aid, this well-established coalition has been helping women in the large coverage area of Babylon Township since 1993. Pink Aid's grant will support the BBCC's Lend a Helping Hand Program, providing non-medical financial assistance to underserved patients, including housing and utility bill payments, housekeeping, delivery of meals and transportation to and from treatment.

## CASTING FOR RECOVERY

Casting for Recovery provides unique wellness retreats that combine breast cancer education and peer support with the therapeutic sport of fly fishing. Pink Aid's grant will fund participation costs for three women in need, selected by special lottery for the Long Island retreat in September 2019. In partnership with Pink Aid, a Bilingual application is now also available.

## COALITION FOR WOMEN'S CANCERS AT SOUTHAMPTON HOSPITAL

This coalition has been making a difference in the lives of many East End women for more than 20 years. Their mission is to create and sustain a supportive network in the community for women affected by breast cancer. With Pink Aid funds, the CWC will continue offering financial support, strength and hope to women in the Towns of East Hampton, Southampton, Shelter Island and the Shinnecock Indian Reservation.

## DOLAN FAMILY HEALTH CENTER

This freestanding primary care center provides comprehensive care, including adult medicine, obstetrics/gynecology and pediatric services to the medically underserved residents of Northwest Suffolk County. In its fifth consecutive year of funding, Pink Aid's 2019 grant will again support the "Pink Aid Program," which to date has provided over 700 free breast cancer screenings to local, uninsured women.

## EASTERN LONG ISLAND HOSPITAL

In its second year of funding, ELIH will continue the "Pink Aid Breast Fit" program to promote early detection and breast health awareness. Serving a large uninsured population on Long Island's North Fork and Shelter Island, this community hospital will utilize Pink Aid funding to provide free mammograms to local, underserved residents.

## ISLIP BREAST CANCER COALITION

Women in need battling breast cancer often find that getting to and from treatment can be an enormous financial burden. Pink Aid's grant to the Islip Breast Cancer Coalition will help women in their local area get to and from medical appointments such as chemotherapy and radiation therapy and provide financial assistance for housing and utilities, grocery cards, and personal needs such as wigs, lymphedema sleeves and prostheses.

## LONG ISLAND COMMUNITY HOSPITAL (formerly known as Brookhaven Memorial Hospital)

This community hospital's survivorship program assists a large in-need population on the eastern end of Long Island. Pink Aid's grant will provide patients who qualify for assistance with wigs, lymphedema sleeves, meal delivery, grocery cards, and transportation to and from treatment.

## LUCIA'S ANGELS

Lucia's Angels was created in loving memory of a breast cancer patient whose dying wish was to help other women and their families with the kind of love and support she had during her toughest time. Lucia's Angels provides assistance to women and families going through the final stages of breast cancer. Pink Aid funds will be used to give stage 4 breast cancer patients peace of mind knowing that they can receive assistance for non-medical costs to ease their financial burdens.

## MAURER FOUNDATION FOR BREAST HEALTH EDUCATION

Founded by breast surgeon Dr. Virginia Maurer in 1995, the Maurer Foundation is a grass roots organization focused on breast health education, early detection and risk reduction. Utilizing the "Mammacare" program, Maurer Foundation Educators teach proper self exam methods. This 2019 grant marks the fifth year of Pink Aid's partnership in the Foundation's Bilingual Outreach Program, promoting breast health awareness to uninsured and lower socioeconomic across Long Island.

## MERCY MEDICAL CENTER

In the first two years of Pink Aid's partnership with Mercy Medical Center, over 200 free mammograms were provided to women who would not normally have access to such critical, regular screenings. This year, Pink Aid's funding will further support the Breast Cancer Survivorship Program with Molecular Breast Imaging for those women with higher than average risk for breast cancer. Located in Rockville Center, Mercy is a member of the Catholic Health Services of Long Island.

## NASSAU HEALTH CARE CORPORATION

In it's first year of partnership with Pink Aid, Nassau Health Care Corporation will provide breast cancer screenings at Nassau University Medical Center to uninsured/under-insured women ages 40-49 that are not covered under the Nassau Cancer Services Program.

## NORTHWELL HEALTH CANCER INSTITUTE BREAST CANCER HARDSHIP FUND

Pink Aid is proud to partner with Long Island's largest health system, funding the fourth year of Northwell's "Pink Aid Breast Cancer Hardship Fund." This Fund provides non-medical financial assistance to low-income residents facing barriers to breast cancer care.

## NYU LANGONE

This first year grant recipient is located at the NYU Perlmutter Cancer Center in Huntington. Pink Aid funds will be utilized to provide non-medical financial assistance to women in treatment, including transportation, household expenses and meal delivery.

## PECONIC BAY MEDICAL CENTER

The largest hospital on Long Island's East End, and the Suffolk County hub for the NYS Department of Health's Cancer Services Program, Peconic Bay provides medical care to a large underserved population across the county's 2,200 square miles. In the third year of funding for the "Pink Aid Hardship Fund", two bilingual nurse navigators assist patients to provide transportation to and from treatment, post-surgical recovery garments, wigs, groceries and financial assistance to breast cancer patients in need.

## ROCKVILLE CENTRE BREAST CANCER COALITION

Rockville Centre Breast Cancer Coalition provides support services to those in their community in treatment for breast cancer. In its first year of partnership with Pink Aid, 2019 funding will support non-medical expenses such as transportation to and from treatment, meal delivery, household expenses and child care.

## STRENGTH FOR LIFE

Strength for Life provides exercise classes and weekend wellness retreats for breast cancer patients and survivors to enhance the recovery process. In its third year of partnership with Pink Aid, 2019 funding will support weekly exercise classes for underserved women in Bay Shore, including Yoga classes specifically designed for cancer patients and survivors as well as a new writing workshop. In addition, Pink Aid funding will allow 20 uninsured/under-insured women to attend one of the organization's annual Long Island retreats.

## STONY BROOK FOUNDATION

In its first year of partnership with Pink Aid, the Stony Brook Foundation will be launching their Breast Navigation Program, a new community outreach initiative. Pink Aid funding will provide for bilingual lay community navigators to reach out to community members to receive a mammogram on their mobile mammography unit.

## WEST ISLIP BREAST CANCER COALITION

West Islip Breast Cancer Coalition is a grass roots organization that provides support services for Long Island women in treatment for breast cancer. Pink Aid's grant will support their "Lend A Helping Hand" program, which offers wigs, prostheses and post-op garments, transportation, child care, food, housecleaning and financial assistance to women in need.



IN THE COMMUNITY

# Pink Passion Reigns this Spring

A FORMER MODEL GIVES BACK



Michele Goldstein found a way to “pay it forward.” After walking in the Pink Aid Celebration of Life Fashion Show, Michele and her fiancée Andrew were inspired to get involved.

Firstly, Andrew created a Facebook campaign to celebrate his birthday last January, and with the help of his followers raised over \$1,000!

Secondly, with their April wedding day soon approaching, the couple choose to make a \$500 donation to Pink Aid in lieu of wedding favors.

Michelle says, “May our blessings turn someone else’s diagnosis into a positive moment for them.”

TERENZI RUN  
DONATES \$7,500  
TO PINK AID LI

Victoria Terenzi was a well-respected teacher in the Cold Spring Harbor School District and a beloved friend to many in the community and beyond. When Vicky sadly lost her battle to breast cancer in July 2016, her friends and family members came together to create an event in her memory that would support others fighting the disease. In honor of Vicky’s love for riding horses, running and being in nature, the Victoria Terenzi Foundation created an annual 5K run in Caumsett State Park in Lloyd Harbor, a place she cherished.



A FUNDRAISER FOR EVERY SEASON

Dr. Inna Gellerman and the Gellerman Orthodontics family showed their pink passion for Pink Aid as they held four successful fundraisers.

In the summer, Gellerman Orthodontics and CSH students hosted a car wash to raise funds for Pink Aid. In the fall, Dr. Gellerman organized a pumpkin decorating contest with proceeds going to Pink Aid in honor of Breast Cancer Awareness Month. During the holidays, Gellerman Orthodontics held their annual tree decorating contest with local schools, and some of the trees were purchased as a donation to Pink Aid. Presently, the office is offering custom fit pink mouth guards for \$10 (normally \$25) as spring sports begin.

Dr. Gellerman is an advisory council member and has been a corporate sponsor of Pink Aid since its launch in 2014. Her generous time and dedication – along with the Gellerman Orthodontics team – have helped to change the lives of so many women in need. We greatly value her commitment and partnership for all she has done for Pink Aid Long Island.



CANCER BLOWS

Pink Aid supporters “got the look” at the exclusive beauty event, “Cancer Blows,” graciously hosted by The Salon Project by Joel Warren at Saks Fifth Avenue in Huntington. Top hair stylists gave beautiful blow-outs while others sipped champagne, enjoyed delicious eats donated by The Bryant Restaurant, perused raffle items, and received tips from fabulous make-up artists. The event raised over \$4,500 with all proceeds going to Pink Aid Long Island. Pink thanks to Christina Vaccacio, Meghan Perez – the founder and creator of “Cancer Blows,” Kate Warren, Joel Warren, and the incredible talented stylists and support staff members for all their hard work.

IN THE PINK

# Pink Aid Long Island Stands Strong

Welcome to our  
new Co-President!

*Co-President Rosemary Connors and the Pink Aid team welcome Susan Cohen as the new co-president. We are thrilled to have her leadership and compassion guiding us in 2019.*



CELEBRATING 15 YEARS BREAST CANCER-FREE

Congratulations to Long Island Advisory Council member Diana Mitchnick, who celebrated 15 years being breast cancer free by raising \$3,200 to help underserved local women survive breast cancer. “While I was lucky enough to have good insurance and support, this is not the case for most women,” says Diana, which is what prompted her idea for a Facebook Fundraiser. We can’t thank Diana enough for creating this meaningful and heartfelt way to celebrate.

..... Pink Purse Update .....

In Year 2, Pink Aid’s Pink Purse Continues to Make a Difference

Pink Aid’s Pink Purse gained great momentum in its second year, as we continue to make a difference in the lives of underserved women throughout Long Island. The fund has been a tremendous help for patients going through breast cancer treatment, with emergent financial needs for necessities such as rent, utilities and car insurance. Due to tremendous outreach from Pink Aid’s Pink Purse and grant committee, we are now working with every major hospital system on Long Island, “filling in the nooks and crannies” while serving several towns throughout the area.

Nothing humbles us more than when we receive a thank you note from a patient that the Pink Purse has helped. “Mary Ellen” is a teacher who has been battling breast cancer for years with a multitude of complications. She writes, “You can not imagine, nor can I express, how much your kindness has meant. Not being able to work has taken its toll financially. Your assistance has brought me piece of mind and hopefully I can return to teaching in September.”

The October luncheon’s “Wall of Compassion”

allowed Pink Aid’s Pink Purse to raise its annual individual cap from \$750 to \$1,000. And thanks to two special donors, the Pink Purse is able to include a grocery gift card for each recipient of assistance. As we enter our third year and awareness of the Pink Purse continues to grow, we anticipate that applications will continue to increase. We can’t tell you how much these patients truly appreciate your support.



*Direct Assistance for Breast Cancer Patients*



P.O. Box 5157, Westport CT 06881

*Discover new classes while donating  
to a great cause during the month of May!*

|        |   |
|--------|---|
| May 4  | Breakaway<br>Unique Health & Fitness                |
| May 5  | Huntington YMCA                                     |
| May 6  | Equinox Woodbury                                    |
| May 10 | Lifetime Garden City                                |
| May 11 | My Pilates Studio                                   |
| May 13 | The Bar Method                                      |
| May 14 | Rock Pilates  |
| May 15 | Vortex Health & Fitness                             |
| May 16 | Huntington Indoor Tennis<br>Unique Health & Fitness |
| May 17 | Laura's Dance & Fitness Studio                      |
| May 18 | Hive Tribe Yoga                                     |
| May 19 | Flex Studios  |
| May 21 | Variations  |
| May 30 | Lifetime Syosset                                    |



A fun, spirited and healthy Spring fundraiser!

Fifteen studios have graciously donated a special class to Pink Aid! This is a wonderful opportunity to explore new exercise options, while helping breast cancer patients in need and having fun with Pink Aid Strong Island!

For more info and to sign up for  
Sweat4Pink Fitness Classes go to  
<https://sweat4pink.punchpass.com>

*Pink Thanks to our 2019 Sweat4Pink Sponsors!*  
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