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pinkaid
compassion until there's a cure



*Pink Aid 2016
Keynote Speaker
TV Journalist
Joan Lunden.*



Pink Aid Celebrates 6 Years, Raising Record-Breaking Funds!

The entire Pink Aid community will long be basking in the glow of the 6th Annual Pink Aid Luncheon and Fashion Show, held on September 29, 2016 at Mitchells of Westport. The event, which sold out in ten minutes, brought together an outpouring of support and pink passion on what was a record-setting fundraising afternoon. (We are looking into how to avoid selling out so fast next year!)

Co-chaired by Lori Sochol and Denise Walker, both of whom have previously graced our Warrior Fashion Show runway, the entire day was magical. The theme for our interior designer partners "Bar Carts & Boudoirs" was best expressed when Lori said in her address, "The place I could go hide as 'my safe place' was my bedroom. In an early meeting, we talked about 'comfort' areas in the home, and the concept of designers creating beautiful, comfy spaces to retreat felt just right."

The designer fashion show featured gorgeous fall, resort and pre-spring collections from Vince. No one seemed to have a better time than Vince Co-Founder and Mitchells' friend

Christopher LaPolice, who was in the house along with Vince CEO Brendan Hoffman. Our inspiring speaker, TV journalist, wellness activist and author Joan Lunden gave a passionate and moving address about her journey (more inside on her message). And our donors got a more intimate understanding of what Pink Aid and the Pink Purse means to countless women as we watched a truly moving Pink Purse video. Of course, the triumphant Warrior Fashion Show brought the house down as we cheered for 13 brave women and one brave man! The energy of the afternoon will linger in our hearts until next year!





Pink Aid's Sixth Annual Luncheon & Fashion Show Sept. 29, 2016

All photos courtesy of Bruce Plotkin and Connecticut Cottages and Gardens.

Pink Aid's Pink Purse Gains Momentum in Year 2!

Pink Aid's "Pink Purse" is making an increasingly significant difference in the lives of women with breast cancer across Connecticut. This fund allows Pink Aid to directly pay bills for patients with emergency financial needs and nowhere else to turn.

In June, Pink Aid's Pink Purse and Grants committees hosted a meet-and-greet for patient and nurse navigators and sponsors to promote outreach and build community. As a result, Pink Purse, launched in May of 2015, is now seeing as many as thirty applications in any given month.

Thanks to very successful Wall of Compassion participation, and a generous \$150,000 match, we hope to help as many people as possible. Each Pink Purse recipient will also receive a \$100 gift card from an anonymous donor!



Many thanks to our Corporate Sponsors!

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Pink Purse Recipients: Up Close and Personal



Top: A grant recipient shares her story in Pink Aid's Pink Purse video. Bottom: Behind the scenes at the filming of the video.

This year, luncheon attendees were introduced to eight women whom they have helped in a very personal way. A video featuring Pink Purse grant recipients shared the real struggles they faced during treatment and what Pink Purse's support meant to them. These hardworking women, some quite ill, traveled from around the state to share their stories to "pay it forward" and let Pink Purse patrons know how very much their help matters. At the video filming, the laughter, tears and comradery shared were unforgettable. To view video, visit pinkaid.org.

Joan Lunden Raises Awareness for Ultrasounds and Advanced Imaging

An ultrasound probably saved the life of Pink Aid Connecticut keynote speaker Joan Lunden. Which is why Joan passionately encourages all women with dense, fibrous breast tissue to get an ultrasound after every mammogram or their cancer, like hers, could be missed.

Pink Aid's grants include providing under-served women with critical diagnostic tests, including ultrasounds and MRIs. They are often a key follow-up

to the "free mammogram" in diagnosing cancer and saving lives. Sadly, even many women with insurance who are "underinsured" choose to skip follow-up imaging after questionable mammogram results, because of prohibitive deductibles and expenses.

Through our grant partners at hospitals and breast care centers, Pink Aid provides ultrasounds to uninsured and underinsured women throughout our state.

Supporting Men with Breast Cancer

At our 6th luncheon, Pink Aid was honored to welcome Ralph Nebelung as the first male breast cancer survivor to walk our Warrior runway, hand in hand with wife Monique. Men and women alike were inspired by Ralph's grace and courage. Ralph joins many other men in the "Pink Aid family," several of whom have been served by Pink Aid grants.

Breast cancer in men represents less than 1% of all breast cancers, but the rate is more significant than is often understood as men are more likely to keep it quiet. Like in women, most male breast cancers are diagnosed when a man discovers a lump on his chest. Men tend to delay going to the doctor until they have severe pain or bleeding. We encourage men to have any change in your breast or nipple tissue checked by your physician right away.



Pink Aid Warrior, Ralph Nedelung with wife Monique.

Pink Aid's "Strong Island" 3rd Annual Luncheon

Pink Aid Long Island's 3rd Annual Luncheon & Fashion Show at Mitchells of Huntington captured our Pink Aid spirit across the sound. Celebrity Stylist Ann Caruso brought the star-power and design sponsor Escada and local interior designers brought the style. As expected, the Warrior Fashion Show was the heart and soul of the afternoon. Go Strong Island!



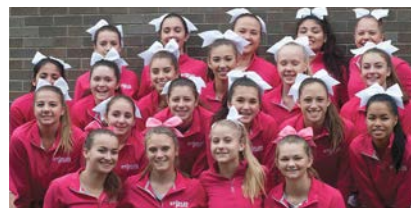
*Top: Long Island Luncheon Committee.
Left: Guest Speaker Ann Caruso,
Celebrity Stylist.*



SAVE THE DATE: PINK ROCK 2017!

Friday, February 10, 2017 @ Fairfield Theater Company

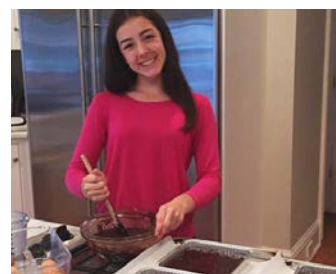
Play4Pink: Local Teams Join the Cause!



This October brought waves of pink to schools and sports programs throughout Fairfield County. **Staples High School** continued its incredible tradition of support for Pink Aid with T-shirt sales, bake sales and an enormously successful Varsity Football Pink Out Game that raised more than \$10,000 for the organization.

Weston High School's Pink Aid Club received a grant from CT Block Party, a non-profit organization whose mission is to educate children to recognize neighbors in need in their community. The Pink Aid Club used their grant to offset production of Pink Aid T-shirts, which were sold and worn throughout the month to Pink Out games and culminated in a school-wide Pink Out Day!

Clockwise from top left: Weston HS Cheerleaders, Weston HS Volleyball, The Awesome Fairfield Mitey Mites SR Giants, The Staples High School Cheerleaders, Staples Wreckers Football Captains, Westport Girls Field Hockey, and Staples Field Hockey.

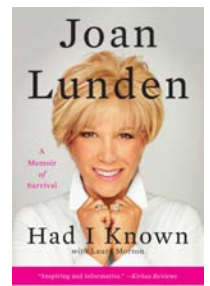


Shown above: Weston HS Pink Aid Club Bake-Off donated by Kim Brown, Amanda Rowan's Brownies for Breast Cancer.

Pink Pages: These writers offer comfort, inspiration and humor, all of which are invaluable for people going through cancer treatment, survival, caretaking... or anyone!

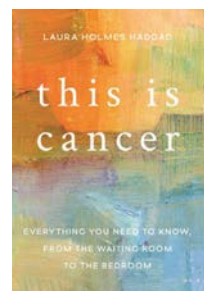
Had I Known: A Memoir of Survival by Joan Lunden

In this brave and deeply personal memoir, Joan Lunden — one of America's most beloved journalists and Pink Aid 2016 featured speaker — speaks candidly about her battle against breast cancer. A deeply personal and powerful story of pain, persistence, and perseverance, *Had I Known* is a chronicle of Joan's experience and the plan she formulated and followed to battle her disease and endure treatment. As Joan reveals, while her journey was not easy, it profoundly changed her in unexpected ways.



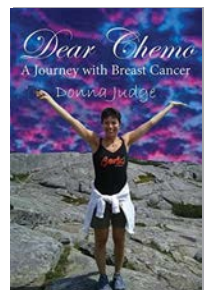
This is Cancer: Everything You Need to Know, from the Waiting Room to the Bedroom by Laura Holmes Haddad

When Laura Holmes Haddad was diagnosed with cancer, she discovered shelf upon shelf of somber, gray survival books and knew there had to be a better way. *This Is Cancer* is her thoughtful, informative companion for those who prefer equal parts humor and reality with a touch of flair. Its purpose is to tell you what's going on, while it keeps you company.



Dear Chemo: A Journey with Breast Cancer by Donna Judge

Donna was your typical happy and healthy thirty-seven-year-old woman. She was a wife and mother of two beautiful children, living a wonderful life in the suburbs of Boston. Until one day, she found the small lump on her breast that would ultimately change the course of her life forever. Not all for the bad, however. This is her story in her own words. A story of dealing with the rollercoaster ride of being diagnosed with cancer four separate times and how she managed to defy the odds and live her life to the fullest.



Make an impact with a year-end 2016 donation to Pink Aid.

Pink Aid is able to receive either stock or cash donations. To make a personal or corporate donation, go to pinkaid.org or mail to Pink Aid, P.O. Box 5157, Westport CT 06881.