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Sweat 4 Pink

**pink aid**  
compassion until there's a cure



## Third Time is Charmed for Pink Aid Long Island

### Event Raises Record-Breaking Funds

For the third year, Pink Aid Long Island surpassed all expectations with a record-breaking fundraising afternoon. The Third Annual Luncheon and Fashion Show, hosted at Mitchells of Huntington last October 19th, brought together an outpouring of support, raising over \$350,000 to assist local uninsured and underinsured women battling breast cancer.

Co-chaired by Mary Emlock and Roseanne Cavallaro, both tremendous advocates of Pink Aid, the entire day was magical. The spectacular Designer Auction showcased top interior designers' custom creations for

the theme "*Bar Carts and Boudoirs*," with the help of Media Sponsor New York Cottage and Gardens. The online silent auction also included concert tickets, jewelry, designer handbags and incredible travel packages from Valerie Wilson Travel. One lucky winner went home with the coveted "Designer Shoe of the Month for a Year" package, courtesy of Mitchells Huntington!

Guest speaker Ann Caruso, celebrity fashion stylist and consultant, gave a passionate and moving address about her personal battle with breast cancer. After being diagnosed

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# Pink Aid Long Island:

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at 41, with a reoccurrence 5 years later, and 15 surgeries during her battle, her message of personal vigilance and optimism resonated loudly with the many survivors in attendance.

The annual "Celebration of Life/Survivor" Fashion Show brought the house to its feet! Twelve inspiring and

beautiful breast cancer survivors modeled Mitchells fashions and strutted down the runway, accompanied by loved ones who had provided special support through their journey. Guests also enjoyed a runway show of Spring 2017 looks from Escada, an exquisite lunch by Marcia Selden Caterers of Connecticut, and wonderful gift bags

full of goodies, thanks to Gift Bag Sponsor Daniel Gale Sotheby's International Realty.

The inspiring celebration gave way to record breaking funds, enabling Pink Aid to expand its reach to new areas of Long Island, helping countless more women receive "Compassion Until There's A Cure."

## Introducing Pink Aid Strong Island's 2017 Luncheon Co-Chairs, Rosemary Connors and Susan Cohen

It is with great excitement that we announce the 2017 co-chairs for our 4th Annual Pink Aid Luncheon and Fashion Show, Rosemary Connors and Susan Cohen. Rosemary has been a dedicated Pink Aid Long Island committee member since our

inception in 2014. Susan, a breast cancer survivor, joined us in 2016, and rocked the runway in our "Celebration of Life" Fashion Show.

We wish these two compassionate supporters a wonderfully successful event!



## Pink Aid CT's 6th Annual Luncheon



Just across the Sound, Pink Aid Connecticut's 6th Annual Luncheon and Fashion Show at Mitchells Westport fully captured the Pink Aid spirit. Inspiring speaker, television journalist and author, Joan Lunden, brought the star power, while Fashion Show Sponsor, Vince, and local interior designers brought the style! The event sold out in minutes and had a record-setting fundraising afternoon!

**SAVE THE DATE:  
Oct. 18, 2017**

Pink Aid Long  
Island's Fourth  
Annual Luncheon  
& Fashion Show,  
@ Mitchells  
Huntington

Join us in welcoming 2017  
event co-chairs Rosemary  
Connors and Susan Cohen

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# Three Years Strong!



*Photography provided by: Cottages & Gardens Magazine, Tina Dalgish, Olivia Howell and John Vater of Spa Adriana.*

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# Pink Aid Long Island's Partnerships Grow & Flourish!



## Adelpi NY Statewide Breast Cancer Hotline and Support Program

Run by the Adelphi University School of Social Work, this program will provide Bilingual counseling, patient navigation and support services to underserved women receiving care for breast cancer at Nassau County University Medical Center. Pink Aid funds will also provide additional assistance with transportation, food cards, wigs, prostheses and household bills.



## Babylon Breast Cancer Coalition - NEW

One of five new Pink Aid Grantees for 2017, this well-established coalition has been helping women in the large coverage area of Babylon Township since 1993. New funding provided by Pink Aid will allow the coalition to provide additional financial assistance to women in need, especially those patients with Metastatic breast cancer.



## Brentwood Bay Shore Breast Cancer Coalition

Founded in 1994 by local resident Elsa Ford, this coalition offered the first ever Latina breast cancer support group on Long Island, and provides ongoing assistance to a large Spanish-speaking population with regular meetings, a hotline and navigation services. Pink Aid funds will be utilized to provide non-medical financial assistance to women in treatment, including household bill payment, transportation, prosthetics, wigs, post-surgery recovery garments and grocery cards.



## Brookhaven Memorial Hospital Medical Center Breast Cancer Survivorship Coalition

Granted 'coalition' status in 2014, this 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.



## Casting for Recovery - NEW

Casting for Recovery is a new grant recipient for 2017, providing 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 2017. In partnership with Pink Aid, a Bilingual application will now be made 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.



## Huntington Hospital's 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 third consecutive year of funding, Pink Aid's 2017 grant will again support the "Pink Aid Program," which to date has provided over 500 free breast cancer screenings to local, uninsured women.



## 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 household utilities, food cards, and personal needs such as wigs, lymphedema sleeves and prostheses.



## 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 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 2017 grant marks the third 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 - NEW

New funding from Pink Aid in 2017 will allow Mercy Medical Center's Breast Cancer Survivorship Program to provide free mammograms for over 100 women who would not normally have access to such critical, regular screenings. Located in Rockville Center, Mercy is a member of the Catholic Health Services of Long Island.



#### North Shore Neighbors

A grass-roots organization run by one devoted volunteer, North Shore Neighbors strives to alleviate the financial stress of local neighbors in need battling breast cancer, allowing them to focus on making their strongest possible recovery. Pink Aid funds will support non-medical expenses such as household bill payment, transportation, and grocery cards.



#### Northwell Health Cancer Institute Breast Cancer Hardship Fund

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



#### Peconic Bay Medical Center - NEW

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. The new, "Pink Aid Hardship Fund" will provide transportation to and from treatment, post-surgical recovery garments, wigs, groceries and financial assistance to breast cancer patients in need.



#### Strength for Life - NEW

A new grant recipient for 2017, Strength for Life provides weekend wellness retreats and exercise classes for breast cancer patients and survivors. Pink Aid funding will allow 20 uninsured/under-insured women to attend one of the organization's annual Long Island retreats, while many more patients will be reached by additional series of Pink Aid-funded exercise classes being introduced in underserved local communities.



#### 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.

## The Perfect Way to Honor Someone Special!

# Pink Aid's Mother's Day Appeal

For Mother's Day, it's always nice to give a special gift or send flowers.

This year, why not make someone special feel really great with a meaningful gift that can make a real difference in the lives of others. The gift of a free mammogram that can save a life. A gift card that can feed a family while mom is in treatment. Or perhaps, you would like to help pay a breast cancer patient's rent for a month and help keep their family afloat.

A great deal of the women Pink Aid supports are mothers. We can't think of a more appropriate way to celebrate all mothers this Mother's Day!

*Please use the enclosed self-mailer to make your donation.*



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

## Allison Mitchell receives “Top 50 Women in Business” Award

On October 20th, Pink Aid LI President Ali Mitchell was honored by Long Island Business News as one of Long Island’s Top 50 Women in Business. The awards dinner, at Crest Hollow in Woodbury, included a keynote address by NY Lieutenant Governor Kathy Hochul and was attended by over 500 local businesspeople and community leaders.

We congratulate Ali on this well-deserved award, recognizing her dedication, tireless work and leadership in bringing Pink Aid to Long Island with such amazing results.



## Get to Know Carla Sullivan, Pink Aid's First Director of Programs & Operations



With seven years and two chapters, the business of running Pink Aid has grown to require more than the dedicated service of hard-working volunteers.

So, it is with great excitement that we introduce our new Director of Programs & Operations, Carla Sullivan. Carla started in February and is already well into proving herself an invaluable asset. With twenty years of professional and volunteer experience in the non-profit world, Carla is passionate about helping organizations advance their missions.

Most recently, Carla was the Director of the Fairfield Awards Dinner, Fairfield University's signature fundraising event for student scholarships held annually in New York City. Carla also ran a nonprofit consulting practice, partnering

with board and staff leadership to improve organizational systems and support board development, training and governance, resource development, constituent cultivation, recognition, and donor database analysis.

Carla supports causes dedicated to improving the lives of the underserved with a focus on women and children, so Pink Aid is a perfect fit. Working part time alongside Carla, Susan Robinson will continue as Business Manager on Pink Purse and Pink Aid's financial systems. We feel fortunate to have found Carla and look forward to a new era of growth under her tenure!



## LAUNCHING LONG ISLAND'S PINK PURSE

A new effort launching later this year, the Pink Purse is a very special fund that will allow Pink Aid to directly help breast cancer patients with emergency assistance for necessities such as rent, utilities, food cards, wigs and recovery garments. Stay tuned for more details to come!



### Pink Aid Grant Recipient Adelphi University's "Creative Cups" Gala and Auction



### Mitchell Gold + Bob Williams Hosts Pink Aid

The beautiful Manhasset home furnishings showroom hosted a sensational cocktail party in support of Pink Aid's 2016 Luncheon. Guests enjoyed delicious food and spirits, surrounded by Mitchell Gold's exquisite décor and furnishings.

Jewelry Trunk Shows by designers Genevieve Lau and Monies added to the festivities and a portion of the evening's sales were donated to Pink Aid Long Island.



Pink Aid Long Island was proud to take part in this unique and inspirational fundraiser, an exhibition and auction of over 100 bras transformed into works of art. Pink Aid's volunteer design team took to the task of designing and building its own unique creation, aptly titled "Compassion Until There's a Cure."

Pink Aid's submission was selected to be featured in the Creative Cups 2017 Calendar, and was one of twelve bras auctioned off live at the March 16th gala in support of Adelphi's Breast Cancer Hotline and Support Program.

### Crescent Club's Ladies Hit the Links for Pink!

Over 50 members and guests of the Huntington Crescent Club's Ladies Golf Group hit the links on September 20th for a special tournament to benefit Pink Aid! Inspired by Pink Aid past committee member and friend, Yvette Loughlin, the day raised over \$5,000 in support of Pink Aid's mission.





P.O. Box 5157, Westport CT 06881

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

Presenting a fun, spirited and healthy spring fundraiser! Great studios have 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 **"Pink Aid Strong Island!"**

#### HOW TO FIND AND RESERVE CLASSES (space is limited so reserve early)

To buy passes and reserve classes, go to [pinkaid.org](http://pinkaid.org) or download the free MindBody App for your mobile phone and search for "Sweat 4 Pink"

Single Class Pass is \$25 or purchase a "S4P Six Pack" multi-class pass for \$100. Walk-ins welcome as space allows.

Signature S4P shirt available in limited quantities and sizes with first class or donation.

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