

With 11 Million Women in the U.S. Living Without Insurance, Pink Aid Seeks to Close Gap.



Julia Louis-Dreyfus (*left*) drew national attention to the plight of uninsured women with breast cancer when she announced that she is battling the disease on September 28, 2017.

Uninsured women are more likely to be diagnosed at a later stage and have a mortality rate that is 2.6 times higher than those with insurance. Oftentimes, they are heads of households, suddenly unable to work, which can throw families into a state of crisis. Furthermore, with deductibles rising across the board, millions more are in the ranks of the “underinsured,” or those that still cannot pay their bills when stricken with the disease, despite having insurance.

With some of the highest breast cancer rates in Connecticut and Long Island, our Pink Aid chapters (hopefully more in the future) seek to close this gap, making screening and survival a greater reality for thousands of women each year.

STORIES FROM THE PURSE

Nothing humbles us more at Pink Aid than the real life stories of the many applications we receive from nurse navigators, on behalf of their patients, for emergency help from Pink Aid’s Pink Purse. To help you understand the urgent need in our own backyards, we’d like to share a recent “story from the purse.”

Regina Goebel is a patient at Norma Pfriem Breast Center. She was initially diagnosed with breast cancer in March 2011 and had a re-occurrence in May 2014. At the time of her second diagnosis, Regina had surgery, chemotherapy and radiation. In June 2017, Regina was diagnosed with a third breast cancer. This time, she had to have bilateral mastectomies in July 2017.



Regina supports herself as a care taker for the elderly. She had to take quite a bit of unpaid time off to attend her appointments and recover from her surgery. She has depleted her savings and has been behind in her bills since her two previous battles with breast cancer.

One month after her surgery, Pink Aid directly paid three of Regina’s invoices for electricity, heat (still outstanding from the prior winter) and a car payment to help her get through her recovery.

THANK YOU to all the huge pink hearts in our family for helping Regina, and far too many like her, with your generosity. It means the world to these patients and their families.

What a (Lady Gaga) Experience!

One of most exciting items offered in this year’s auction was “The Lady Gaga Experience,” procured by Pink Aid committee member Hope Klein Langer.

The Experience not only raised funds for Pink Aid, but was gifted to a very special recipient, Stage 4 metastatic breast cancer patient, Larissa Podermanski. Larissa, 31, is a courageous warrior, living the best life she can while raising awareness about metastatic breast cancer on

her blog “Metastatically Speaking,” a recent appearance on “Today with Meghan Fox” and raising funds to help with her bills on “GoFundMe.”

Taken by Larissa’s story, Hope was determined to have Larissa meet Lady Gaga. Backstage after the show, Larissa got to meet the star, who was deeply moved by her bravery. “Lady Gaga told me not to give up and to keep on fighting and impacting lives. She hugged me and held my hand. She was amazing!” reported



Larissa Podermanski & Lady Gaga

Larissa. An unforgettable Pink Aid Experience! Check Pink Aid’s Social Media for more about Larissa.

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Meaningful Gifting: A Gift to Pink Aid Always Hits the Right Note

As we enter the holiday season, why not honor a breast cancer warrior, friend, co-worker or fellow compassionate soul with a donation to Pink Aid.

It’s easy! Go to pinkaid.org and select “donations.” Fill out the simple form that allows you to add a gift recipient, his/her address and a personal note. Your gift will be on its way to warm someone’s heart.

In these times, with so many breast cancer patients and their families in need, your gift will go a long way to making a Pink Aid or Pink Purse patient as well as yourself feel great.

Also, consider a donation in honor of a special person in your life or as a holiday or graduation gift.



GIVE A GIFT
holiday • birthday
anniversary • graduation
any occasion!

YEAR-END GIFTING: SPREAD COMPASSION WITH A 2017 DONATION TO PINK AID.

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

THANK YOU TO OUR 2017 CORPORATE SPONSORS:

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PINK INK: WINTER 2017-18

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Pink Aid
2017 7-Year
Anniversary
Luncheon

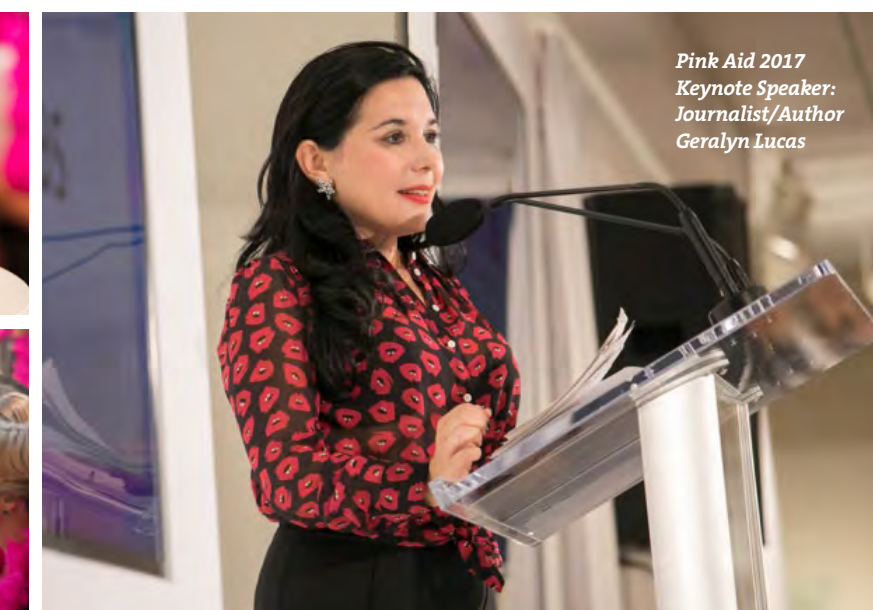
3-4

Stories from the Purse;
Gaga; Young Leadership;
Warrior Connection;
Strong Island

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Play 4 Pink;
Meaningful
Gifting

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Pink Aid 2017
Keynote Speaker:
Journalist/Author
Geraldyn Lucas

Zen Vibes & Pink Heart Award At Pink Aid’s “Lucky Seven!”

A passionate pink crowd gathered at Mitchells of Westport on October 5th for Pink Aid’s 7th Annual Luncheon and Fashion Show. The event, co-chaired by Michele Corenman and Traci Saxon, featured a Zen theme, courtesy of local interiors designers and an Asian-inspired menu from Marcia Selden Catering, complete with waitstaff dressed in pink wigs and kimonos and pink fortune cookies.

Many attendees were there to celebrate the dedication and compassion embodied by our first-ever “Pink Heart Award” recipient, Dr. Richard Zerkowitz. “Dr. Z,” as he’s affectionately known by his patients, is a nationally recognized expert in the treatment of breast cancer and Medical Director of the Smilow Family Breast Health Center at Norwalk Hospital. Dr. Z was greeted with a standing ovation from the crowd who gave him a “550 Pink Boa Salute” in honor of the signature prop he is often seen wearing while treating his patients.

Our keynote speaker was Geraldyn Lucas, whose books *Why I Wore Lipstick to My Mastectomy* and *Then Came Life* chronicle her journey with breast cancer since her diagnosis at age 27. Geraldyn had the audience laughing and crying with tales that were hilarious, moving and meaningful. Geraldyn offered to accompany anyone who was afraid to get a mammo

to their visit and indeed was back in Westport one week later, keeping that promise!

A stunning fashion show was put on by Veronica Beard, whose eponymous designers were in the house to lend their support.

As always, the emotional core of the event was Pink Aid’s signature “Warrior Fashion Show” featuring survivors and their loved ones. Co-founder Andrew Mitchell-Namdar brought the house to its feet, walking the runway with husband Isaac and sister-in-law Jenny Evrani, who arrived from Tel Aviv to walk and inspire!

Applications have arrived from across the state. The Grants Committee is eager to review and allocate grants to spread our collective compassion!



Pink Aid’s Amy Katz presents first Pink Heart Award to Dr. Richard S. Zerkowitz.



Pink Aid's Seventh Annual Luncheon & Fashion Show — Oct. 5, 2017

Photography ©CTC&G/Neil Landino, Jr.

Pink Aid Young Leadership Council Forms In New York City: "Clink 4 Pink" Coming Soon!



Pink Aid is excited to announce the launch of a Young Leadership Council to promote Pink Aid and its mission to the next generation of women and men working in the greater New York City area.

The initiative is a natural development to fill the gap between the involvement of area high schools and the established Pink Aid Boards and Committees in Connecticut and Long Island. The group will be comprised of young professionals and will plan its own activities and awareness events in the coming year. If you or your son or daughter are interested in learning more or becoming a part of this exciting initiative, please contact Jaclyn Katz at jaclyn.katz@blackrock.com.

The Pink Aid Youth Leadership Council's kick-off event, an informational mixer called Clink 4 Pink, is being planned for 2018! Stay tuned!

Pink Aid Launches the "Warrior Connection": Our Very Own Community of Survivors!

Since the first Pink Aid Luncheon in 2011, the highlight of the event has always been our Celebration of Life Survivor Fashion Show. In 2014, the co-chairs decided they'd prefer to be called "warriors." These brave women (and one brave man to date) strut our runway to celebrate their journey and inspire others. Today, over 120 warriors have walked our runway!

An idea started brewing to create an "alumni network" for those that have walked and "The Warrior Connection" was born! The Warrior Connection is being designed to bring all of our Warrior models since Pink

Aid's inception together. Through educational programming and social events, we hope to create a community of Pink Aid warriors and others who have been affected by breast cancer. Our first program, in planning for April 2018, will include a panel discussion with Dr. Zerkowicz as the main speaker. Stay tuned for details!



Pat Battle & Vince Headline "Strong Island #4!"

Spirits soared as our sisters (and a few brothers) across the Sound put on a spectacular, record-breaking 4th Annual Luncheon & Fashion Show at Mitchells of Huntington on October 18th. NBC newscaster Pat Battle (in hot pink boots!) set the tone for the exuberant energy in the room. A stunning fashion show by Vince and a Survivor Fashion Show of brave and beautiful woman made for an unforgettable afternoon.



Left: Long Island Luncheon Committee with Keynote Speaker, NBC's Pat Battle; Right: Warrior Deb Colton was accompanied by our first four-legged friend to walk the runway.

Play4Pink: Local Teams Show their Passion!



One of the highlights of the year is the passion that swarms our youth as they put on their pink to raise awareness and funds and Play 4 Pink Aid each October!

Top Left: Staples HS Wrecker Football continues their traditional annual "Pink Out" football game fund raiser against Darien on October 13th. A big shout out to Staples; in seven years they have raised and donated almost \$80,000 to Pink Aid! A huge heartfelt thanks to the entire Wrecker community whose ongoing commitment and support to Pink Aid helps so many women in local communities! Go Wreckers!

Top Right, Top: Staples Football Captains with their donation check. Top Right, Bottom: Throughout October, Staples Pink Aid Club

held a coin drive! Each grade received a water jug and brought in coins (or dollars) to try to raise more money than any other grade. Each grade decorated their jug and raised funds via their grade's Facebook groups.

Bottom Left, Top: Weston High School Pink Out Day, October 3rd. Thank you to the Weston High School Trojans and Pink Aid Club, now the second largest club at the school, for your enthusiasm and support.

Bottom Left, Bottom: The Weston High School JV Volleyball team in their Pink Aid shirts.

Bottom Right: The Fairfield Giants U10 Football team played for Pink Aid at their Homecoming game. This is the third year the team has played for Pink Aid, for which we are very grateful! Go Giants!