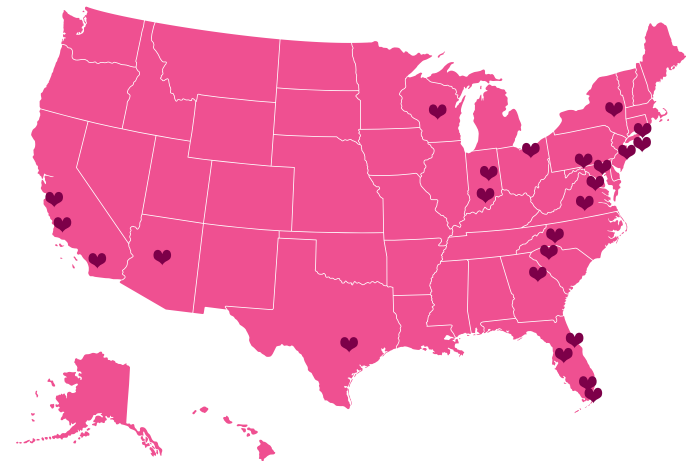


PINK PURSE HEADING NATIONAL

As many Americans live paycheck-to-paycheck, the pandemic and unemployment are fueling the financial crisis for families across the U.S. To deliver Pink Aid's mission beyond the areas served by our Connecticut and Long Island chapters, Pink Aid is rolling out Pink Purse nationally. With seed funds raised through our Mother's Day appeal, Lipstick Challenge and a generous match, we started expansion through the Dubin Center at Mount Sinai and are now getting applications from around the country. We are pursuing national sponsors and grants to help spread our compassion!



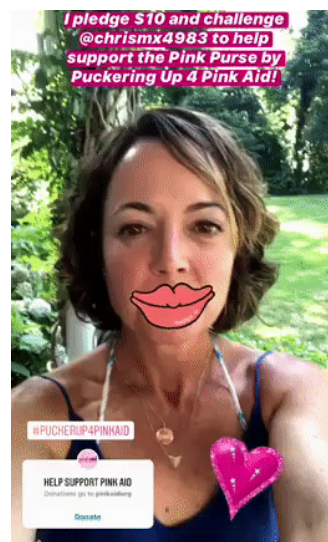
Stories from the Purse: Meet Kim from CA
Kim is a 43 year-old single mom from San Jose, living with her 15 year old son. Her older son, 20, is in the Navy, currently in quarantine, relying on Kim as well. Kim was diagnosed with Stage 11B breast cancer in February 2020. She completed chemotherapy in June, a bilateral mastectomy in July, and just underwent 6 weeks of radiation. Her social worker at Stanford Health located Pink Purse, helped her apply for a \$924 December rent payment and she was approved. Working as a receptionist, Kim was laid off in March due to COVID. She applied for disability, which will probably end in January. She has to take a chemotherapy pill for 6 months and is highly stressed about finding work and paying rent. "Her mantra is "one day at a time!"

Words from our Donors: Shelley Kassen
"As a survivor, I know how difficult recovery can be and I was blessed to not have the financial burden so many patients have to confront. Pink Aid is the one breast cancer organization that helps patients pay utilities, rent – the challenges of real life – efficiently, and with compassion. With Covid, the needs are greater, and I am proud to say that Pink Aid is rising to the challenge because its supporters will never back down!"

To become a Pink Purse "reviewer" or get involved with our national expansion, contact, info@pinkaid.org

FUN-RAISING: PINK AID LIPSTICK CHALLENGE!

PUCKER UP FOR PINK AID'S PINK PURSE!



Cancer & Covid? Show your compassion! In honor of Pink Aid's 10th Anniversary, we challenge everyone who can, to give a kiss and give \$10 to support the national launch of Pink Purse! It's a small amount to ask, but we are hoping that if we come together in large numbers, we can spread the love!

With a soft launch in August to usher in 10 years, the Lipstick Challenge will be going on all year, so put on your lips and help us make this go viral!

1.

PUCKER UP
PUT ON SOME PINK LIPS & TAKE A SELFIE OR VIDEO

2.

POST
NOMINATE AND CHALLENGE FRIENDS

3.

PLEDGE
TEXT "PINK AID" TO 345345 OR DONATE ONLINE



SPONSOR SPOTLIGHT

SPECS OF FAIRFIELD/WESTPORT/DARIEN



Founded locally in 1986, Specs remains locally owned and operated. For 10 years they have supported Pink Aid. We spoke recently with owner Chris Cannella and Norma Brown in the Westport store about their continued sponsorship.

"Happy 10th Anniversary Pink Aid! As a business that has operated in Fairfield County for 35+ years, we feel it is immensely important to support and uplift Pink Aid because they play such a vital role in our community. In times of need, it is important to reach outward to support and uplift the community."

SPREAD COMPASSION WITH A 2020 YEAR-END DONATION

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.



2020 CORPORATE SPONSORS

Pink Aid is grateful for the generous support of our Corporate Sponsors.

TITLE SPONSORS

CITRONE 33 FOUNDATION
THE BAINBRIDGE COMPANIES

FOUNDING SPONSORS

MITCHELLS STORES ♥ CTC&G
VALERIE WILSON TRAVEL ♥ WSAA, INC.

PINK PARTNER SPONSOR

JACK RESNICK & SONS, INC

PINK FUTURE SPONSORS

ADVANCED RADIOLOGY CONSULTANTS
DR. EMILY DRIESMAN OF EMBRACE ORTHODONTICS
THE HARTFORD HEALTHCARE CANCER INSTITUTE
JOHANNA AND MARSHALL KIEV
NORWALK RADIOLOGY AND MAMMOGRAPHY CENTER
SPECS OF FAIRFIELD/WESTPORT/DARIEN
UBS FINANCIAL SERVICES INC

PINK COMPASSION SPONSORS

CLAPBOARD HILL PRIVATE WEALTH
COLDWELL BANKER REALTY ♥ GAULT FAMILY COMPANIES
GREENWICH MEDICAL SPA ♥ HARLEY CAPITAL
INTERLUDE HOME ♥ KATTEN MUCHIN ROSENMAN LLP
MATTERA CONSTRUCTION CO. LLC
NUVANCE HEALTH/NORWALK HOSPITAL
PARK CITIES ASSET MANAGEMENT ♥ PENSKE TRI-STATE
RDM FINANCIAL GROUP AT HIGHTOWER
RMR WEALTH BUILDERS ♥ SHARKEY'S CUTS FOR KIDS
STARK ♥ SUPERIOR SEAFOOD
SUSAN TRACY'S HOUSE WHISPERERS

PinkInk

WINTER 2020/21



"I want to thank Pink Aid for helping my family in such a time of need. In the midst of the Covid crisis, I was diagnosed with breast cancer and my husband was laid off. Pink Aid was a resource that assisted me through all the havoc that was going on. They provide funds to the support group I was attending at Bridgeport Hospital, which helped when I was feeling overwhelmed and had so much anxiety, because of my diagnosis. I wasn't sure how we were going to get our rent paid. We were afraid of being evicted. Without Pink Aid's help, we wouldn't have a home. It helped us to believe that there is a community that thinks about others who are going through crisis and hardships in the midst of illness."

GIVING HELP AND GETTING HELP

p.1

The Cycle of Compassion: Inez Harris, Patient Norma Pfriem at Bridgeport Hospital

MAMMOGRAMS DURING COVID

"Breast cancer screening nationally is down 85%, which could account for thousands of deaths over the next decade. We are back up 13% for diagnostic mammos which is a good sign that folks have returned. I am one of them and felt very safe. I encourage everyone to get proper screening."

Donna J. Twist, PhD Exec. Director, Bridgeport Hospital Foundation

PINK AID'S 10-YEAR CELEBRATION PACKS A VIRTUAL PUNCH

p.3

Pink Aid's Semi-Virtual 10th Anniversary Celebration was broadcast Saturday 10.10.20 to hundreds of supporters who purchased event links and Party Packages to mark this exciting milestone.

ADDRESSING NEED, PINK PURSE GOES NATIONAL

p.5

To celebrate Pink Aid's 10 year anniversary, Pink Aid launches its signature program the "Pink Purse" emergency aid fund, nationally.

