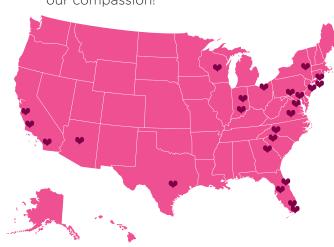
PINK PURSE HEADING NATIONAL

As many Americans live paycheck-topaycheck, the pandemic and unemployment 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 expansion through the Dubin Center at 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 are fueling the financial crisis for families across 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 Challenge and a generous match, we started Health located Pink Purse, helped her apply for a \$924 December rent payment and she was approved. Mount Sinai and are now getting applications 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 lovel

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!

PUCKER UP PUT ON SOME

NOMINATE PINK LIPS & TAKE A AND CHAILENGE

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. '

2020 CORPORATE SPONSORS

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

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

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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 V SUPERIOR SEAFOOD SUSAN TRACY'S HOUSE WHISPERERS

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.





PinkInk

I want to thank Pink Aid for helping

In the midst of the Covid crisis, I was

husband was laid off. Pink Aid was a

resource that assisted me through all

provide funds to the support group I was

attending at Bridgeport Hospital, which

helped when I was feeling overwhelmed

my diagnosis. I wasn't sure how 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

and had so much anxiety, because of

going to get our rent paid. We were

the havoc that was going on. They

diagnosed with breast cancer and my

my family in such a time of need.



MAMMOGRAMS DURING COVID

midst of illness.

GIVING HELP AND **GETTING HELP**

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

through crisis and harships in the

"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** p.3 A VIRTUAL PUNCH

ADDRESSING NEED, PINK PURSE GOES p.5 NATIONAL

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.

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

SEEING THE FUTURE THROUGH ROSE COLORED GLASSES!

..... PINK AID'S 10TH ANNIVERSARY VIRTUAL CELEBRATION

Pink Aid's Semi-Virtual 10th Anniversary Celebration was broadcast Saturday evening 10.10.20 to hundreds of supporters who purchased event links and Party Packages to mark this milestone in small party pods across the country.

An amazing line-up of former event hosts and celebrities, including Guiliana Rancic, Hoda Kotb, Joan Lunden. Susie Essman, Melissa Etheridge and even a shout out from Long Island's Billy Joel, were a few of the highlights. A performance by CMA's 2020 "Group of the Year," Old Dominion, a peek at the latest from "cashmere king" Brunello Cucinelli and a prerecorded "Celebration of Life Fashion Show" featuring women recovering from breast cancer, gave the event its emotional core. The show was introduced by this year's Visionary Chairs, Cindy Citrone and Kim Meier. Auction items included a trip to Brunello Cucinelli's Tuscan village Solomeo, a year of shoes from Mitchells,

golf outings at exclusive courses, jewelry, wine, art and a Peloton bike.

Since 2011. Pink Aid has donated more than \$6.5 million to 47 programs — in all corners of the state and on Long Island. Through Pink Purse, Pink Aid provides direct financial assistance to cover essential expenses like rent and utility bills during treatment.

Guests gathered in "pods" to enjoy their Party Boxes including specialty cocktail ki courtesy of Cylinder Vodka & treats from Marcia Selden Catering & Events.









..... IN LOVING MEMORY

REMEMBERING DIANA DUNEV

Diana Wheeler Duney, a Westport mother of two beautiful little girls, lost her long, brave battle with breast cancer this past August.



Her husband Alex and their extensive network of friends and family wanted to do something meaningful in her honor. Kindness and compassion epitomized Diana's life and her husband raised \$30,000 for Pink Aid's Pink Purse to support breast cancer patients in treatment at Norwalk Hospital's Whittingham Cancer Center.

Right: Alex Dunev presents a check to the Whittingham Cancer Center / Norwalk Hospital. in honor of Diana. to Dr. Linda Vahdat (left), and Caryn Ecker (right)

Left: Alex and Diana pictured with their 2 daughters.



COMPASSION IS NEVER CANCELLED

SUPPORTERS FIND CREATIVE WAYS TO SHOW THEIR SUPPORT

THANK YOU TO EVERYONE FOR THEIR INCREDIBLY GENEROUS DONATIONS IN THE MONTH OF OCTOBER IN HONOR OF BREAST CANCER AWARENESS.



Mask Kords launched sales of a Pink Power Package - a pink camo mask with a matching Mask Kord and donated a portion of sales in October to Pink Aid.



Amelia H for Boredom Beads Amanda turned quarantine boredom into a business to help others. She created and sold Boredom Beads to benefit Pink Aid.



Sacred Heart Community Service Student Leaders Focused on Breast Cancer Awareness during October

by collecting donations for patients in treatment.



Kriftcher Family Zoom Bingo Thank you to the Kriftcher Family for hosting a fun virtual bingo evening of families coming together to support Pink Aid!



Herman Walker's -Intensity Fitness Herman dedicated his Virtual Power Groove Class to the late Diana Dunev. Friends donated to Pink Aid in her memory.



Jean Mumley -**Virtual Marathon**

Cancer survivor Jean Mumley planned, trained and ran a 50K (31.1 miles) and raised money for Pink Aid.



Staples Field Hockey

Covid couldn't stop them from an undefeated season or from supporting Pink Aid just as they've done since the beginning. Thank you! Varsity Captains: Laine Ambrose, Izzy Deveney and Maya Reiner.



Bracelets For Heroes

Fourth grade friends looking to make a difference donated all of their proceeds from their mask chain sales from the month of October to Pink Aid.



PINK AID'S TENTH ANNIVERSARY VIRTUAL CELEBRATION — 10.10.20