

WHAT'S NEW?

COLLABORATION WITH MICROSOFT "GIVE" ENGAGES EMPLOYEES ACROSS THE U.S.

Pink Aid has been chosen as a designated charity by the Microsoft GIVE Foundation. This program is unique in that it not only raises funds for Pink Aid, but is powered by the volunteer efforts and contributions of Microsoft employees across the U.S.

As Pink Purse is our national program, employees that are passionate about our mission are taking shifts as application reviewers. This encourages awareness and allows volunteers to really understand the need for what we do. Microsoft makes a contribution for hours logged volunteering and matches it as well. We are just getting started and applications have been reviewed in six states!

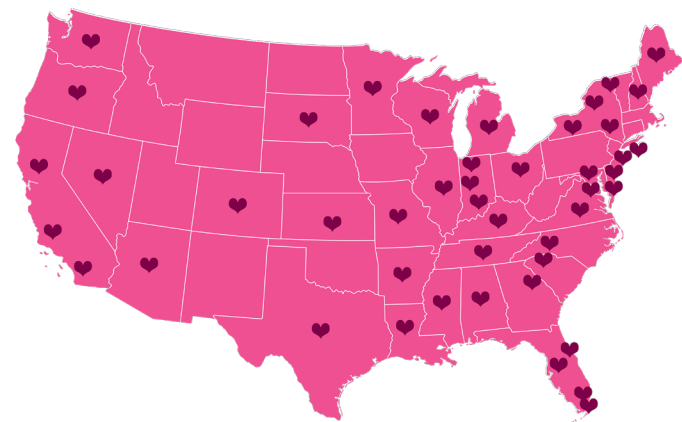
Thank you to Pink Aid Warrior Extraordinaire Noa Eisenberg for championing this program!



Aside from employees volunteering their time, social media fundraising was also part of the Microsoft GIVE Initiative

NATIONAL UPDATE

PINK AID'S "MOVEMENT" TO TURN 50 STATES PINK!



As we move into our third year of our National Pink Purse program, we are excited to see momentum building in both the fundraising and fund-giving areas.

Recently, we have been grateful to be able to help struggling breast cancer patients in Maine, Arizona and South Dakota, raising our footprint tally to 33 states!

Likewise, as word of our work has spread, we are seeing an increasing influx of donations coming

in from many states across the U.S. We hope to continue to build a roster of national sponsors and foundations and to build fundraising communities around breast health centers that want to join our "movement."

If you know someone in any part of the country that would like to join our Movement as a sponsor, donor or volunteer, please contact info@pinkaid.org

"I didn't get scared, I said... Where do we go from here..."

Carmen Brooks
Mother/Grandmother
Pink Purse Recipient



PARTNER SPOTLIGHT

blú SWIMWEAR

Comfort. Support. Security. Timeless.



To the founders of blú, these four words suggest 2 things:

- The extraordinary work that Pink Aid does and the feeling when helping women and men struggling with breast cancer.
- Swimsuits that fit every body type with a beautiful & intelligent material, elegant modern style and gorgeous colors.

blú Swimwear has researched what women and men want in their swimwear as founder Keri O'Shea has spent every summer since childhood in the Adirondacks and partner Heather Durst summering in Scandinavia, both around water. And what they have come up with is exactly what people have asked for: Comfort. Soft. No mesh material!. Women are tired of high cut unflattering bikinis and shaving all the time! Men want something flattering along with no chafing. Classy. Colorful. And environmentally friendly!

With form fitting suits that can be worn to the pool or the gym, they have also designed a children's line so Kiddos have that same feel in a Euro-style unique to our sweet cheeks by blú children's unisex suits!

Thank you blú Swimwear for supporting Pink Aid!

THANK YOU TO OUR 2022/23 PARTNERS

PREMIER PARTNER

THE BAINBRIDGE COMPANIES

FOUNDING SPONSORS

MITCHELLS STORES
CT COTTAGES & GARDENS
WSAA

TRANSPORTATION PARTNER

DARCARS AUTOMOTIVE GROUP

MISSION PARTNER

GOLDMAN SACHS

VISION PARTNERS

blú SWIMWEAR
JACK RESNICK & SONS

COMPASSION PARTNERS

ADVANCED RADIOLOGY
CONNECTICUT BREAST IMAGING
DAVID FALK/NEWMARK
EDGEWATER WEALTH MANAGEMENT - UBS
GINA HACKETT/COMPASS
HARLEY CAPITAL
HARTFORD HEALTHCARE CANCER INSTITUTE
HOLOGIC
INTERLUDE HOME
THE KIEV FOUNDATION
MARCIA SELDEN CATERING
MATTERA CONSTRUCTION
NORWALK RADIOLOGY CONSULTANTS

SCAN TO DONATE



SPREAD COMPASSION WITH A 2022 YEAR-END DONATION

Pink Aid is able to receive stock or cash donations. For personal or corporate donations, go to pinkaid.org or mail donations to: Pink Aid, P.O. Box 5157, Westport CT 06881.



PinkInk

WINTER 2022/23

2022 "PINKCHELLA" EVENT BREAKS \$1MILLION FUNDRAISING GOAL!



"Pinkchella" on September 29th marked a long-awaited return to an in-person event for Pink Aid following the Covid-19 pandemic. An eager and excited crowd of 550+ gathered to celebrate Pink Aid's 12th year of providing "compassion until there's a cure" to breast cancer patients struggling financially locally, regionally and now, nationally. From the music festival-inspired food and decor to the thumping soundtrack provided by DJ Mo Prester, the event fueled a crowd hungry for reconnection after two long years of social isolation.

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Shown on left: Founders Amy Gross and Amy Katz with Pinkchella Event Chairs Jill Halper and Andi Sklar celebrating the success at The Post CT.

COMMUNITY SUPPORTS BREAST CANCER AWARENESS

From flags lining Main Street in Westport CT to events and fundraisers hosted by local and national businesses and sport teams, Pink Aid "felt the love" all throughout October.

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PINK AID'S PINK PURSE NOW IN 33 STATES!

Pink Aid's "movement" to spread compassion across the country has rolled out quickly as Pink Purse has now helped struggling breast cancer patients in 33 states.

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This year's Designer Fashion Show featured the best of Mitchells beautiful fashions. The Celebration of Life Fashion Show was the pinnacle of the day with 12 survivors rocking the runway. A special

In the wake of soaring inflation and our efforts to seed national growth, we set the ambitious goal of raising a million dollars and we actually broke it! Pink Aid's future is bright as we continue our work to meet the needs of women, men and families in CT and beyond who are experiencing the financial side effects of breast cancer.



2022 Featured
Speaker Sarrah
Strimel Bentley,
former Broadway
dancer and Founder
of Damn Good Yoga

Thank you to everyone who made the day such a success and for helping make our mission possible.



Left: Long Island Luncheon Committee

Local businesses, big national companies, and area sports teams alike got into the fundraising spirit for Pink Aid in October! All of these donations, no matter the size, are making a difference in the lives of women and families, both locally and around the country.

Thank you for your support: BOTKIER • BRAZILS WAXING CENTER • CRUNCH NORWALK • DYNAVAP • THE ENRICHED STITCH • GENEVIEVE LAU JEWELRY • GLOSSWIRE • GREENWICH MEDICAL SPA • GYPSET • J. MCLAUGHLIN • SUNRISE OF WILTON • JOHNNY WAS • JOSH LEVKOF • KERRI ROSENTHAL • LEGIT ACTIVEWEAR • MILLIE RAE'S

• ORANGETHEORY DARIEN • ORGANIC KRUSH •
PURPOSE2PURCHASE • SARASWATI'S YOGA JOINT
• SHOREHAVEN GOLF CLUB • ST MARY'S COLLEGE
OF MARYLAND WOMENS LAX TEAM • STAPLES PINK
AID CLUB • STAPLES GIRLS VOLLEYBALL • STARLING
AESTHETICS • TAILGATE BROOKLYN • THE NEXT FUN
THING • THE POST • THE SPA AT MANDARIN ORIENTAL,
NEW YORK • WESTOBERFEST • WESTPORT PAL
CHEERLEADERS • WILTON SOCCER ASSOCIATION

• Scan this QR code to learn more about having your own Fundraiser for Pink Aid!

