



**For immediate release**

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**Pink Lemonade Project Provides Financial Assistance to 23 Local Survivors through Holiday Glow**

*Vancouver, WA* – The Pink Lemonade Project (PLP) has quietly been lending practical support to breast cancer patients in need of a boost. Last fall, PLP provided financial assistance to 23 local survivors through the Holiday Glow program.

"Pink Lemonade Project was able to provide financial assistance to each and every one of our applicants," shared board member Don Stose. "Behind each application received there is a struggling fighter with their own unique story and needs. Some have families which they are trying to financially support, others are alone on their journey. The common thread being that they are all digging deep within to find strength, hope and courage."

Several Holiday Glow recipients were so incredibly grateful for the assistance, that they wanted to share the positive impact it has had on their holiday season; two such stories are shared below.

- One of our metastatic recipients said that the unexpected assistance from Holiday Glow allowed her and her family to truly celebrate Christmas for the first time in several years. A home cooked Christmas dinner was in their plans, along with an exchange of a few gifts. She stated that sometimes she feels alone in her battle with breast cancer, and at times questions if anyone truly cares. With a shaky voice and holding back tears, she said, "The Holiday Glow program has given me a renewed sense of hope and is proof that there are people who truly do care."
- Another metastatic recipient explained, in a tone of defeat, that she had just received notification that she has been denied disability income and that her savings has dwindled to nearly zero due to essential household bills and expenses. With hope in her voice, she shared "The Holiday Glow Program's assistance provided an opportunity for me to set my financial worries aside long enough to enjoy the holiday season."

Both recipients repeatedly expressed deep gratitude for the assistance they received.

"As we move through a new year and renew our focus on gratitude, caring and sharing, the board of directors of the Pink Lemonade Project is excited that together as a community we can recognize the power of igniting hope," commented board chair Lisa Nisenfeld. "We are

committed to bringing real resources to those who are up against this greedy disease. It is one of our top priorities.”

To learn more about the Pink Lemonade Project and its Pink Practicalities program, visit [www.pinklemonadeproject.org](http://www.pinklemonadeproject.org).

*About Pink Lemonade Project*

Founded in 2010 by Drs. Allen and Cassie Gabriel, Pink Lemonade Project (501c3) was created to provide critical support to breast cancer survivors who struggled with the many emotional and psychological aspects of breast cancer diagnosis and recovery. Within the breast cancer community itself, Allen and Cassie noticed a dangerous lack of information, such as when someone should get a mammogram (with or without a history of breast cancer), as well as the rights and options available for restoration after a mastectomy or lumpectomy.

Initially providing a retreat for 14 brave women, PLP expanded in 2011 with the offering of singles and couples' retreats. Today, PLP improves the lives of many through four vital programs: Revive Retreats which offer a healing three day escape for survivors; Pink Link, offering unique educational and social gathering opportunities; one on one peer mentorship for women newly diagnosed and in treatment; and our support groups, facilitated by oncology social workers and designed to give women cancer survivors an opportunity to talk with others who are facing similar challenges in a safe, welcoming environment. Learn more at [pinklemonadeproject.org](http://pinklemonadeproject.org).

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