



For immediate release

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**Pink Lemonade Project the Recipient of Two Grants to Assist with Virtually Pink and Pink Practicalities Expansion; Grants Awarded by The Firstenburg Foundation and Community Foundation for Southwest Washington**

*Vancouver, WA* – Pink Lemonade Project (PLP) was recently awarded two generous grants to support our Virtually Pink and Pink Practicalities programs.

Pink Lemonade Project developed Virtually Pink as an all-virtual programming format to respond to the Covid-19 stay-at-home public health orders. Started last year, Pink Practicalities is Pink Lemonade Project’s financial aid and assistance program which helps people in breast cancer treatment and recovery who are experiencing financial hardship.

“Cancer treatment takes a toll on patients and their families, and often we see people struggle financially while fighting for their lives. I am so excited to have these new resources available to help fill the gaps,” shared PLP board member Becky Price, RN, a breast cancer nurse navigator with Compass Oncology.

The first grant is from The Firstenburg Foundation and will be directed to both Virtually Pink and the Pink Practicalities. This grant will help those in breast cancer treatment and recovery right now who are facing more challenges due to the pandemic. Pink Practicalities reimburses patients for items that are not necessarily covered by health insurance, and are related to important quality of life items, like lymphedema sleeves or groceries. With the expansion grant, PLP will consider requests for help covering health insurance premiums or co-pays, home technology and/or other urgent needs. Patients should apply with the assistance of their healthcare provider. PLP will consider applications based on need from those affected by breast cancer from across the Vancouver-Portland metro area.

The second grant is from the Community Foundation for Southwest Washington (CFSWW) and will focus on only Pink Practicalities. With this grant, PLP will consider financial aid requests from people, specifically from Clark County, affected directly by COVID-19. The Pink Practicalities expansion grant was made possible through a rapid-response grant from the SW Washington COVID-19 Response Fund, a pooled emergency fund managed by CFSWW. Learn how this community effort is addressing the impacts of the coronavirus at [cfsww.org/covid19](https://cfsww.org/covid19).

*About Pink Lemonade Project*

Pink Lemonade Project's mission is to educate, empower, and support women and men affected by breast cancer. Founded in 2010 by Drs. Allen & Cassie Gabriel, our purpose is to provide breast cancer previvors, patients, survivors and their families with the tools to enable them to thrive through their breast cancer journey and beyond. PLP provides critical support, beyond what the healthcare system can offer, to breast cancer survivors who struggle with the many emotional and psychological aspects of a breast cancer diagnosis and recovery. Our nonprofit assists those affected by breast cancer across the Vancouver-Portland metropolitan area and we have served over 2700 participants since our inception. Learn more about at [pinklemondeproject.org](http://pinklemondeproject.org).

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