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Pink Lemonade Project Will Be New Home for Two Local Susan G. Komen Affiliate Programs;
Organization will expand to continue programs and maintain services for critical segments of breast cancer community

March 25, 2021 – As the local Susan G. Komen Oregon & SW Washington affiliate prepares to close on March 31, 2021, Pink Lemonade Project is stepping up to continue two of Komen’s locally-grown programs that serve critical segments of the breast cancer community.

In January, the local Komen affiliate announced it was closing its local office and transitioning to One Komen. The Affiliate committed to reinvesting more than \$200,000 back into the community with legacy gifts and program seed funding to local breast cancer organizations.

Komen approached Pink Lemonade Project to consider helping to maintain the Metastatic Breast Cancer Dinner Series and the Treatment Access Program. “When we heard that these Komen programs might end, I wanted Pink Lemonade Project to expand to continue these vital programs so breast cancer patients would not have any disruption in access to care and support.” said Dr. Allen Gabriel, Pink Lemonade Project’s co-founder.

The MBC Dinner Series is a quarterly, community-building event for those living with a metastatic diagnosis. Before the pandemic, this program offered an in-person dinner event with medical speakers and an opportunity for those who share an advanced diagnosis time to connect. Since the pandemic, the group has met by Zoom.

Pink Lemonade Project will also maintain the Treatment Access Program (TAP), which provides gift cards for gas, lodging and food for those in breast cancer treatment across all 36 counties of Oregon and Clark, Cowlitz and Skamania Counties in Southwest Washington. The Treatment Access Program is administered by 211info and provides individuals who are at or below 250% of the federal poverty level and have barriers to their cancer treatment with gift cards. Patients work with their healthcare provider to apply.

“These two programs align well with the other Pink Lemonade Project programs and support services for those affected by breast cancer,” said Dean Stenehjem, Pink Lemonade Project Board Member and Chair of the Program Committee. “As the local Komen affiliate announced its closure, Pink Lemonade Project’s board understood the importance of maintaining these programs for the patients who have extra needs during a cancer journey.”

Pink Lemonade Project will also be the new home for the Toni Mountain Fund for Treatment Access. Toni Mountain is a long-time survivor and local breast health champion, who retired from Susan G. Komen Oregon & SW Washington. The Fund, established in 2014 to commemorate Mountain's retirement, is a donor-designated fund that raises money to sustain the Treatment Access Program.

Of the transition, Komen Oregon & SW Washington CEO Andrew Asato said, "We are very happy these programs are going to continue on with Pink Lemonade Project and our community will be served after we close. There is a great synergy between these and their existing programs."

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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 those affected by breast cancer who struggle with the many emotional and psychological aspects of a breast cancer diagnosis and recovery. Our nonprofit has served over 3350 participants since our inception. Learn more about at pinklemondeproject.org.