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Downtown Portland Goes Pink for Breast Cancer Awareness Month

VANCOUVER, WA and PORTLAND, OR (September 30, 2021) – Local, passionate breast cancer fighting organizations, in a show of solidarity, are turning the Morrison Bridge and the Oregon Convention Center glass towers PINK tomorrow in honor of October’s Breast Cancer Awareness Month. On October 13, the bridge will change to purple, green and teal in special recognition of those living with metastatic breast cancer.

Today, 1 in 8 women and 1 percent of men will be diagnosed in their lifetime. Breast Cancer Awareness Month is the nationally recognized day to raise awareness for women and men affected by breast cancer. This collaboration of breast cancer organizations offers support for those courageously battling this disease; recognizes the many survivors, their supporters and loved ones; and honors those lives lost to this disease.

There was a large drop in screening mammograms in Spring 2020 which is now resulting in a wave of more advanced diagnoses, more aggressive treatments, and likely more breast cancer related deaths.

“The goal is for this large-scale, public visual display to remind the community about the importance of breast health, screening mammograms and support during and after treatment,” said Susan Stearns, CEO of Pink Lemonade Project. “We also want the pink lights to represent a thank you to all the breast health healthcare workers who tirelessly serve our community of breast cancer patients.”

This community organization coordination is also particularly important since Susan G. Komen Oregon and SW Washington closed on March 31, 2021, as part of a national consolidation of all Susan G. Komen affiliates. The local community and breast cancer stakeholders are committed to working together to help maintain services and to fill the gaps for patients’ services and care since the local Komen affiliate closed.

"This collaboration of the many breast cancer groups has been a new effort over the past year," said Stearns. "Breast cancer patients everywhere will benefit when all the community groups work well with each other and coordinate with the healthcare systems."

Collaborating organizations include:

American Cancer Society
Asian Health and Service Center—Asian Cancer Resource and Support Services
Breast Friends

Catch-22
Fighting Pretty
Metavivor
Moore Fight Moore Strong
NAACP Portland
Native American Rehabilitation Association of the NW, Inc.
NW Family Services
Oregon Breasties
Oregon Health Authority--Screenwise
Oregon Women's Sailing Association/Set Sail for the Cause
PeaceHealth—Breast and Cervical Cancer Program
Pink Lemonade Project
Pink Phoenix
Pink Sistas
Row for the Cure/Station L Rowing
Urban League Portland

To learn more about Breast Cancer Awareness Month and this collaboration, contact:

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Pink Lemonade Project (PLP), founded in 2010 by Drs. Allen and Cassie Gabriel, was created with the mission to educate, empower and support people affected by breast cancer. In 2021, PLP helped improve the lives of nearly 800 people in our community who were impacted by breast cancer. PLP offers financial aid, a metastatic breast cancer dinner series, peer mentors, virtual pink programs, outdoor activities, a book bank for parents and their children, support groups and more.

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