



FOR IMMEDIATE RELEASE

Contact: Susan Stearns, susan@pinklemonadeproject.org, 360-771-0636

Significant Grant Made by the M.J. Murdock Charitable Trust Will Support Breast Cancer Patients Across SW Washington and Oregon

Vancouver, WA – Pink Lemonade Project has been awarded a \$151,500 Capacity-building grant from the M.J. Murdock Charitable Trust of Vancouver, Washington to expand staff to support thousands of people affected by breast cancer in the Northwest.

The Trust's grant will include monetary support to hire a director of programs who will creatively envision and provide leadership to grow Pink Lemonade's programs and services. The continuum of care includes awareness campaign and education activities, financial assistance, emotional support, and community-building activities to improve the odds of survival and/or increases the quality of life for patients and families in the region. Pink Lemonade has experienced a significant increase in requests and need in the last two years as the local Susan G. Komen affiliate was shuttered and healthcare systems have been in crisis management with the pandemic.

"Health care is about so much more than just a diagnosis or some medication. Health care is about serving the whole health needs of the individual," said Pauline Fong, program director, Murdock Trust. "Organizations like the Pink Lemonade Project play a vital role in supporting individuals and families through the full continuum of care following a life-changing diagnosis. We are grateful for their community-focused approach to health, and we are so pleased to play a small role in supporting their efforts."

One in seven women will be diagnosed with breast cancer in her lifetime, and it is a leading cause of death. One percent of men in the U.S. will be diagnosed too. The emotional, psychological, physical, and financial toll exacted on breast cancer patients is tremendous and Pink Lemonade offers a safety net of programs and a community of support available to patients. Pink Lemonade Project works with a network of social workers, community health workers and nurse navigators across healthcare organizations across SW Washington and Oregon. Last year, Pink Lemonade served 1,754 people, representing an increase of 55 percent over 2020.

"We are grateful for the extraordinary vote of confidence of and gift from the Trust to evolve and expand our much-needed programs and services for women, breast cancer patients, survivors and those living with metastatic breast cancer. By increasing education about breast health and breast cancer, reducing barriers to accessing and completing care and easing the immense burden patients experience during and after treatment, Pink Lemonade aims to offer hope, improve quality of life and support survivorship. It will also help us continue to build long-standing relationships with health

systems and clinics to ensure the public is aware of and takes advantage of our services and programs” said Susan Stearns, Chief Executive Officer.

ABOUT M.J. MURDOCK CHARITABLE TRUST

M.J. Murdock Charitable Trust, created by the will of the late Melvin J. (Jack) Murdock, provides grants to organizations in five states of the Pacific Northwest—Alaska, Idaho, Montana, Oregon and Washington—that seek to strengthen the region’s educational and cultural base in creative and sustainable ways. www.murdocktrust.org

ABOUT PINK LEMONADE PROJECT

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 1,754 people in our community who were impacted by breast cancer. PLP offers retreats, financial assistance, a metastatic breast cancer dinner series, peer mentors, virtual / in-person education programs, fitness activities, a book bank for parents and their children, support groups and more. Learn more at pinklemonadeproject.org.

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