



FOR IMMEDIATE RELEASE

Contact: Susan Stearns, susan@pinklemonadeproject.org, 503-706-3991

Downtowns Vancouver and Portland Go Pink for Breast Cancer Awareness Month

Vancouver, WA and Portland, OR – Local, passionate breast cancer fighting organizations, in a show of solidarity, are turning the downtowns PINK in honor of October’s Breast Cancer Awareness Month. In Vancouver, the Allen Gabriel MD sign on 703 Broadway, and in Portland, the Morrison Bridge, the Oregon Convention Center, and Kaiser Permanente. On October 13, the Morrison Bridge and the Oregon Convention Center will change to pink and teal in special recognition of those living with metastatic breast cancer.

Today, in the Pacific Northwest, 1 in 7 women are at risk for breast cancer, 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.

Many women delayed mammograms at the outset of the pandemic which is now resulting in a wave of more advanced diagnoses, more aggressive treatments, and likely more breast cancer related deaths. People of color have a greater risk of dying from breast cancer as well.

“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 and teal lights to represent a thank you to all the breast health healthcare workers who tirelessly serve our community of breast cancer patients.”

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 in spring of 2021.

“This collaboration was a priority of mine when I joined Pink Lemonade Project in March 2020,” said Stearns. “Breast cancer patients everywhere will benefit when all the community breast cancer groups work well with each other, reach out to more communities, and coordinate better 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:

Susan Stearns, CEO, Pink Lemonade Project at 503-706-3991 or
susan@pinklemonadeproject.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 SW Washington and Oregon who were impacted by breast cancer. PLP offers retreats, financial aid, 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 pinklemondeproject.org.

###