

# Note from the CEO

## Sunny Days Ahead!



As May unfolds, there is big news on the breast cancer screening front, and this month there are many ways to be involved in our mission.

You may have learned this week that the United States Preventive Services Task Force recommended returning to its earlier policy and is now recommending for all women to begin screenings/mammography at 40 years of age rather than 50.

The Task Force acknowledges that starting screenings again at age 40 will help save more lives and prevent more younger women and women of color women from dying from breast cancer.

Pink Lemonade Project is committed to better understanding the health disparities of this disease. We know that removing barriers to care and increasing access to screening mammograms will improve health outcomes for more. By building strong partnerships with more healthcare systems and community based organizations we are aiming to create greater, positive impact with our work.

The board and staff of Pink Lemonade Project stand by our mission of serving all communities affected by breast cancer. And one way we can do just that is by raising awareness about breast health and the programs/service we offer to better support them along their care journey.

Now, we offer information regarding about our programs/services in six languages—our brochure, shower card and website provide important information about breast health and breast cancer. We continue to identify and share more resources for all communities affected by breast cancer, and will keep working with more partners to assure those resources get to people who need them.

We are also collaborating with healthcare organizations and clinics to offer more screening and mammogram events in multiple communities across our service territory throughout the year.

And we are getting ready to host our biggest fundraising event yet – the 2023 Pink Glow Gala, THE party with a purpose on Saturday, May 20th at ilani Casino Resort. And, yes, you can come and stay overnight AT THE NEW HOTEL!

I share my heartfelt gratitude to you—our donors, healthcare partners, volunteers, board of directors and expanded staff at Pink Lemonade Project. Your support allows us to address the significant needs of our communities and provide critical programs/services not found elsewhere for more individuals and families affected by breast cancer.

Thank you for your partnership, passion and generosity!

With gratitude,  
*Susan Stearns*

Susan Stearns, Chief Executive Officer

