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Pink Lemonade Project to Host Biggest Pink Glow Gala Yet!

Vancouver, WA – Pink Lemonade Project is set to have record attendance at their annual Pink Glow Gala....THE Party with a Purpose on Saturday, May 20, 6 p.m., at ilani Casino Resort in Ridgefield. The event is presented by ilani Casino Resort, the Cowlitz Indian Tribe, and the Cowlitz Tribal Foundation.

Pink Glow is the premiere fundraising event for Pink Lemonade Project. It is designed to bring together leaders and people affected by breast cancer to educate, empower, and support the broader breast cancer community.

Today, one in seven women will be diagnosed with breast cancer right here in the Northwest. And one percent of men will be diagnosed. When it is a leading cause of death and significant health disparities for women of color, there is no more important cause.

“ilani and the Cowlitz Indian Tribe are proud to help, serve and strengthen our local communities by partnering with extraordinary organizations such as ~~the~~ Pink Lemonade Project. They impact those affected in ways beyond what the healthcare system can offer. And close gaps with educational, financial, and psychological support for not only those walking through their cancer journey, but also for their caregivers and families,” says Kara Fox-LaRose, President & General Manager, ilani.

“We are excited to come back together to showcase the tremendous impact Pink Lemonade Project has made in the last year. We will highlight the major developments across our programs and serves and the heightened need across the region and the work being done to increase survivorship, decrease deaths, and improve the quality of life,” said Susan Stearns, Chief Executive Officer.

There have been troubling trends in breast cancer in recent years. They include a documented increase in the number of cancers diagnosed in women under 50 and a failure to narrow the survival gap for younger Black women, who die of breast cancer at twice the rate of white women of the same age.

“This is a crucial reversal, in guidelines, which will save more the lives of younger women and women of color, offer earlier treatment options, and provide greater quality of life for breast cancer patients, survivors and families across the country, and specifically for the 42 counties we serve in SW Washington and Oregon,” said Stearns.

The event will be hosted by emcee Drew Carney, KGW news anchor, and include a raffles, virtual / featured / live auctions, dinner and drinks, a dessert dash, plus dancing and live music

by Hit Machine. The program will feature the State of Breast Cancer—Growth & People Served, as well as ‘A Glimpse in the Life,’ of a breast cancer patient.

The community can still support Pink Lemonade Project through the Virtual Auction which is free to register at <https://pinklp.ejoinme.org/22OnlineReg>; virtual auction closes at 5 p.m. on Sunday, May 21th. Donations in support of the event are also welcome and appreciated, <https://pinklp.ejoinme.org/Donate22>.

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 2022, PLP helped improve the lives of 2,572 people in SW Washington and Oregon who have been impacted by breast cancer, a 47% increase over 2021. 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 pinklemonadeproject.org.

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