



**pinklemonadeproject®**

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## **Community Rallies for Breast Cancer Patients One Step at a Time**

Vancouver, WA – Pink Lemonade Project is gearing up for the 17th Annual Girlfriends Walk/Run on Oct. 8 in partnership with WHY Racing Events on the beautiful Vancouver Waterfront. The community will come together to celebrate, honor, and pay tribute to those affected by breast cancer. The event will raise critical dollars to support Pink Lemonade Project programs: education, mammograms, financial assistance, expanded support groups, mentors, retreats, and more.

Today, 1 in 7 women in the Northwest will be diagnosed with breast cancer in her lifetime, and 1% of men will get breast cancer too. About 10-15% of cases are related to family history, and 20-30% may experience a recurrence. This year alone, 42,000-48,000 women will die in the U.S. Breast cancer is a leading cause of death of women, and it affects women of color at much higher rates.

“The need for breast health and breast cancer programs continues to grow for us each year. Susan G. Komen Oregon and SW Washington and the American Cancer Society no longer offer local programs and services, leaving Pink Lemonade Project to fill the gaps. In addition, cancer support programming has not returned to pre-pandemic levels, especially in rural cancer centers. Patients in cancer treatment today need more community-based supports like the ones that Pink Lemonade Project offers to help them through their treatment, recovery, and beyond.” said Susan Stearns, Pink Lemonade Project Chief Executive Officer.

Since the pandemic, breast cancer screening rates dropped significantly resulting in more later staged diagnoses, requiring more aggressive treatments, and an expected increase in breast cancer related deaths. With less healthcare system and local support programming, patients are now looking to Pink Lemonade Project for support along their breast cancer journey.

Pink Lemonade Project increased the number of people served by 48 percent in the last twelve months. Girlfriends is an important community event to bring together those affected by breast cancer and raise funds desperately needed by patients and their families.

“Our partnership with Pink Lemonade Project has personal meaning for me. The Girlfriends event was created to honor and support my mother, Joleen Skarberg who was diagnosed with breast cancer 17 years ago and continues to run in the event every year with her daughters, sisters, nieces, cousins, and girlfriends,” said Karissa Schoene, owner of Why Racing Events.

The Girlfriends has expanded with a full weekend of activities: packet pick up, exhibits, concert on Friday evening, artist booths all weekend, and a half marathon, 10K and 6K; pricing levels vary for adults, kids 13 to 17, and kids 12 and under. People are encouraged to sign up as a Pink Brigade Guy

or Glam Gal, each of whom agree to raise or donate \$500. All registration details are available at [whyracingevents.com/girlfriends-run/](http://whyracingevents.com/girlfriends-run/).

***About Pink Lemonade Project***

*Pink Lemonade Project's mission is to educate, empower, and support all communities affected by breast cancer. Founded in 2010 by Drs. Allen & Cassie Gabriel. The purpose is to provide the general population, newly diagnosed patients, survivors, those living with metastatic breast cancer, and their families with the tools to enable them to thrive through their breast cancer journey. Pink Lemonade Project supported 2,572 people last year with a budget of more than \$949,000. Learn more at ***[pinklemonadeproject.org](http://pinklemonadeproject.org)****

