

FOR IMMEDIATE RELEASE

Pink Power Raises \$88,000 for Local Breast Cancer Causes



Join the Fight



December 4, 2018 – York, PA

The second annual Pink Power Girls Night Out was held on Wednesday, October 24th at the Wyndham Garden, Ballroom of the Roses in York, PA. This Black Dress Event was attended by 300 women, 40 of whom were breast cancer survivors, all wearing a pop of pink!

Participants entered the ballroom filled with everything pink – pink lanterns hung from the ceiling, pink lights illuminated the walls, tables were decorated with pink floral centerpieces, and chairs were wrapped in pink sashes. Ladies enjoyed their Pink Passion cocktails, visited food stations, and bid on over 60 silent auction items. A photo booth with pink props and a candy bar were fun favorites. A live auction filled the room with excitement and brought additional funds for our benefactors. Survivors placed special ornaments on a survivor tree and were honored with a champagne toast celebrating their survivorship.



Featured speaker Vinnie Myers, a world-renowned tattoo artist for breast cancer patients, shared his story of helping survivors close the door on cancer by helping them complete the final step of their reconstruction journey. Keynote speaker Karen Moyer captivated the audience with her words of wisdom as she inspired everyone with a message of sharing joy, gaining friendships, and knowing that today's sunset brings the promise of a new dawn.

Pink Power Girls Night Out raised funds through sponsorship of businesses and individuals from our community, silent and live auctions, and additional donations for a grand total of \$88,000.



Proceeds from this event will benefit the following organizations:

Penn State Cancer Institute Genetics Program

Funds will be provided for counseling and testing for genetic mutations for individuals with a personal or family history of cancer. Patients will learn management options to lower the risk of a cancer diagnosis.

UPMC Pinnacle Breast Care Center

These funds will pay for non-medical expenses for breast cancer patients to ease the financial burden for families in our community whose lives have been affected by breast cancer.

WellSpan Health York Cancer Center

Funds will cover medical expenses for breast cancer patients who qualify under the WellSpan Financial Assistance Policy.

Pink Ink Project

This organization was founded by Vinnie Myers, a world-renowned tattoo artist for breast cancer patients. These funds will pay for tattooing on the reconstructed breasts of patients who wish to complete the last step of their journey but may not have the funds to make this possible.

"It's incredible that we more than doubled last year's proceeds," says Denise Gilliland. "I am blessed with a great committee who worked tirelessly to make our event a huge success, and I'm grateful for our generous community that makes my mission possible. Together we are making a difference."

ABOUT PINK POWER

Pink Power is a 501(c)(3) organization that brings women together for an annual event to raise money and awareness for breast cancer related causes. For more information, visit <https://pinkpoweryork.org> and be sure to follow us on Facebook, Instagram and Twitter @PinkPowerYork.

CONTACT

To learn more, please contact:

Denise Gilliland, *Pink Power Founder*
10 Bentzel Mill Road, York, PA 17404

P: 717-880-1158

E: denise@pinkpoweryork.org