

Seeing Breast Cancer in Shades of Pink

Although the incidence of breast cancer in women has been decreasing about 2% per year from 1999 to 2006, and death rates have also decreased due to treatment advances, earlier detection through screening, and increased awareness, breast cancer is still a serious threat. A woman in the United States has a 1 in 8 chance of developing breast cancer by the age of 85. In 2010, an estimated 260,000 new cases of breast cancer are expected to be diagnosed in women in the U.S. (www.breastcancer.org).

Imagine that you have been diagnosed with breast cancer. You can't work full-time anymore, yet you still have to pay your health insurance premiums. What if you need help to cover childcare costs while you're receiving treatment? Where can you turn for help? The Shades of Pink Foundation is an organization that provides financial assistance to women who are experiencing financial difficulties as a result of breast cancer. Whether it's helping with a mortgage payment, grocery bills or an insurance premium, the Shades of Pink Foundation is committed to easing the financial burden of a breast cancer diagnosis.

Dr. Pamela R. Benitez, a breast cancer surgeon, started the Shades of Pink Foundation in 2006 when a patient of hers confided that she was having financial difficulties during her treatment. Dr. Benitez, the patient and her friend, Suzanne Krueger, decided to start the Shades of Pink Foundation to help other women in

The butterfly pendant for sale at Lolly Ella, \$13.50, all proceeds go to the Shades of Pink Foundation



need. Since they began four years ago, they have not turned down a single reasonable request for financial assistance. Dr. Benitez says, "We are committed to helping women with breast cancer so that financial difficulties are not an extra burden, and they can focus on their treatment."

In honor of Breast Cancer Awareness month, Lolly Ella commissioned Link Wachler, international award-winning jewelry designer, to design a special pendant. All of the proceeds from the purchase of the necklace (for \$13.50) during the month of October will be donated to the Shades of Pink Foundation. Pam Strauch, one of the six owners of Lolly Ella says, "Lolly Ella believes in giving back to our local community. We are so honored to work with the Shades of Pink Foundation. This organization is so important right now with the economic hardships that Michigan has endured. No women should ever go without treatment because of financial distress."

People may also make a donation to the Shades of Pink Foundation at the store and have a "ribbon" displayed in the store throughout the month of October. This month-long event begins on Saturday, October 2. "I am amazed at how generous people have been in helping the foundation during this current financial crisis, especially since Michigan has been hit so hard," says Dr. Benitez. "We welcome any help that people want to give whether it be putting together an event, volunteering their time or any other ideas they can come up with." The Shades of Pink Foundation is a grassroots organization. Everyone involved volunteers their time and they don't have the overhead costs typically associated with a larger-scale charity. "We are passionate about the care of women with breast cancer," exclaims Dr. Benitez.

*Illysia Neumann-Loreck
Metro You Magazine*

**SHADES OF PINK
FOUNDATION**

www.shadesofpinkfoundation.org

**LOLLY ELLA
JEWELRY**

6706 Orchard Lake Road
West Bloomfield

248.851.3325

www.lollyella.com

HOW YOU CAN HELP:

- Donate money directly to the Shades Of Pink Foundation
- Buy a butterfly pendant from Lolly Ella during the month of October
- Make a donation to the Shades of Pink Foundation at Lolly Ella
- Volunteer your time to help with marketing, support, fundraising or event coordination. Go to www.shadesofpinkfoundation.org to find out more.