

July 2016

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Breast Intentions Pink Lemonade Day - Save the Date!

Time flies when you're having fun, and now the first ever Breast Intentions Pink Lemonade Day is almost upon us. We've been busily planning a great event to kick off the first ever Breast Intentions Pink Lemonade Day.

Pink Lemonade Day's home event will take place at the Middletown Arts Center, 36 Church Street, Middletown (adjacent to the Middletown train station). Come join us on the Arts Center lawn for this new, annual event, on July 23 from 9 a.m. to 3 p.m.

Have you found the perfect spot for your pink lemonade stand? Get some friends together and have your own Pink Lemonade Day at the end of your driveway, cul-de-sac or sporting event. Share this event with your friends nationwide, and encourage them to join in the fun.

Meanwhile, we've gone social. Like Breast Intentions Pink Lemonade Day's Facebook page ([Pinklemonadeday_BI](#)). Follow us on Twitter ([@Pinklemonade_BI](#)). Share the love! On the day of the event, we'll be

live tweeting, using the hashtag #BIPinkLemonadeDay, so be sure to join us on social media.

An initiative to raise awareness of our organization, and expand our reach across the nation, our goal is to have events in all fifty states. Through Pink Lemonade Day, we hope to get our message out across the country that we are here to help women and their families struggling through a breast cancer diagnosis. With chapters in New Jersey, New York, Massachusetts and Illinois, our hope is Pink Lemonade Day will grow our organization to other states.



2016 Marathon update

On May 1st, 2016, 50 runners (25 from NJ and 25 from the MA Chapter) ran the Novo Nordisk New Jersey Marathon & Half Marathon in Long Branch, NJ to raise money for families struggling financially through cancer treatments.

By soliciting



Meet our teen volunteers

Michelle is a rising junior at Middletown High School South. She got involved in Breast Intentions through a family friend, Linda Cendagorta.

Michelle is a social media coordinator for BI's new initiative, Pink Lemonade Day. She will be live-



Chugs for Jugs

The third annual Chugs for Jugs Pub Crawl was a huge success thanks to our wonderful Breast Intentions supporters. Close to 200 family and friends of the charity joined at Taste in Red Bank for some laid back "day drinking". As pub crawlers began to fill the establishment, attendees were treated to pink

friends/family via Crowdrise, selling sponsorships on our running tshirt, and selling tickets to our annual Pub Crawl, our runners raised over \$50,000 for families in need!



Shop/Support/Smile!

Did you know you can support us every time you shop online? Breast Intentions is a member charity of Amazon Smile. Whenever you shop at Amazon, link through Amazon Smile at <https://smile.amazon.com>. You can then select Breast Intentions as your charity of choice. A portion of your every purchase will be sent to Breast Intentions, to help women

tweeting the event with other participants throughout the country, from our home location at the Middletown Arts Center.

When her fingers aren't flying over the keyboard of her smartphone, Michelle loves to dance!



2016 Gala

The 2016 Breast Intentions Gala, A Celebration of Hope, Determination and Courage, will be held on Saturday, October 15, 2016 at the Sheraton Hotel in Eatontown, NJ. Keep an eye on our website, www.breastintentions.org, for information on attending, donating to, and sponsoring this event. Or, contact us at mike@breastintentions.org

beads, mugs, hats, sunglasses, and Breast Intentions stickers. The event consisted of four stops at Red Bank's finest, Taste, The Walt Street Pub, The Globe, and 10th Avenue Burrito. A special thanks to all of our incredible host drinking establishments and to all who supported Chugs For Jugs!



Picture of the Month

Thompson Middle School students and staff, and Senator Joe Kyrillos, take part in Pink Pact.

and their families cope.

or

That's a win/win!

Erika@breastintentions.org.

A New Partnership

The Asbury Park-Wall Elks Lodge #128 has chosen to partner with Breast Intentions for 2016. This means Breast Intentions will benefit from the many community fundraisers run by the Lodge throughout the year.

According to Elks chairwoman Laraine Andretta, the Lodge is pleased to help our organization not only because of the financial aid we give cancer patients, but also because of our mission to provide moral support and breast cancer education.

Elks Lodge #128 has several events scheduled in the coming months that will benefit Breast Intentions. Please consider joining them in supporting our efforts, by attending one or more event.

September 10, 2016 Breast Cancer Fundraiser "Hoedown for Hope"

October 4, 2016 Paint Party

Additional events every Friday in October. Check their website, <http://www.elkslodge128.com>, regularly for updates on these events.

Breast Friends Forever

Thank you for your generous support. Because of you, we have been able to help the following people in the past few weeks:

- Louise is 53 years old with stage 3 breast cancer. She has endured 16 weeks of chemo, radiation, a double mastectomy and is currently going through reconstruction. She was working three jobs to make ends meet. She resigned from two of the part-time jobs due to fatigue from the treatments. She is currently working for the Board of Education as a Para-Professional. Because she used all of her sick and vacation time, when she is out of work due to treatment she does not get paid. She needed help with rent, health insurance, her car payment and car insurance. She told us that she was embarrassed to ask for help but she is desperate. Because of you, we were able to meet all of her needs.

- Katrina is a single mom of two young children and was recently diagnosed with stage 3 breast cancer. She is currently on disability and cannot make ends meet. She asked for help with grocery bills. Because of you, we were able to send her food store gift cards.
- Patricia is a 31-year-old and was recently diagnosed with triple-negative breast cancer. She will need chemotherapy, radiation, and a double mastectomy. She has no insurance and is on Medicaid. She was beginning to fall behind on her cable, electric, and phone bills. Because of you, we were able to pay all three.
- Susan is 33 years old and was diagnosed with stage 3 breast cancer. She had surgery and they removed 31 lymph nodes, of which 23 were malignant. She had her bi-lateral mastectomy and is following up with chemo, radiation and hormone therapy. Susan is employed as a server and due to her surgeries, she cannot work in that capacity any longer. Because of you, we are sending her Shop Rite gift cards.
- Grace reached out to us. She has stage 4 breast cancer. She is currently on subsidized housing and disability. Her immediate need is for transportation, because she is having a difficult time making it to her doctor's appointments. Because of you, we were able to provide her with a Visa gift card for transportation.

We are humbled by your generosity. The women listed above are very grateful for an organization like ours. What we know for SURE is that we are making a difference
- **BECAUSE OF YOU.**

Thanks again for standing with us.



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