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In honor of Breast Cancer Awareness Month

Mammograms Matter New Mexico!

As PINK "ME" enters our second year, we have already assisted over forty women and their families, through our programs and services. The goal for the upcoming year (2022) is to expand our reach and to double the services provided across the state of New Mexico. On Saturday, October 2, 2021, PINK "ME"® hosted an on-site mobile mammogram screening event at Barelas Community Center in Albuquerque, New Mexico, as part of our breast cancer awareness and prevention initiative.

This was an amazing partnership with our Community Partner Raiz New Mexico and event Sponsors (Alpha Kappa Alpha Sorority, Inc. Iota Xi Omega Chapter, Presbyterian Healthcare Foundation, Thornburg Investment, Thornburg Foundation, and XRAM X-Ray Associates of New Mexico, P.C.) Fifteen women participated in the event by completing their annual mammograms. For those that did not have insurance, PINK "ME" covered the cost of the exams.

Put your best sock forward

Virtual Walk-a-Thon

PINK "ME" is hosting its first annual fundraising challenge in celebration of its first "birthday" and invited many to join for a walk for a cure for one mile to ten miles over a span of 15 days: October 16th through October 30th. Our fundraising goal is to raise \$25,000 to help support our 2022 Breast Cancer Treatment Financial Assistance Programs. This year alone we have assisted nine women and their families in the Breast Cancer Treatment Financial Assistance Programs in the amount of \$10,148.32. With the highest percentage (47.91%) towards medical bills, (36%) towards mortgage/rent payments, and (8%) towards utilities. For additional information about our programs and services visit our website (<https://www.pink-me.org/programs>).

Donations and community support afforded an opportunity to uplift those during their breast cancer journey and we are asking for additional support. Please join us in the fight against breast cancer and the families affected by the disease. Also, each member will receive a pair of socks to help you meet your goal in style. Pledge and register your team today!

[PINK "ME" Walk-A-Thon - Put your best sock forward | DoJiggy](#)

PINK "ME"®

A NON-PROFIT BREAST CANCER ORGANIZATION

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Event photo highlights....





Breast Cancer Awareness

Experience Life- Lifetime Magazine

Twin sisters diagnosed with breast cancer six weeks apart from each other created their own virtual support platform. An inspiring story that flourished into a non-profit organization, to help other women diagnosed with breast cancer and provide financial support-during and after their breast cancer journey.

We are proud to announce that PINK "ME" Founder and President, Dr. Bean and Board Member, Melinda story was beautifully written regarding their breast cancer journey, supportive facets, and descriptions of their journey-in October's 2021 Experience Life-Lifetime Magazine. Just in time for Breast Cancer Awareness Month.



Breast Health Education

The importance of getting an Oncotype DX Breast Recurrence Score Test

There are two types of Oncotype DX tests:

- The Oncotype DX Breast Recurrence Score Test for people diagnosed with early-stage, estrogen-receptor-positive, HER2-negative invasive breast cancer.
- The Oncotype DX Breast DCIS Score Test for people diagnosed with DCIS (ductal carcinoma in situ).

Community Spotlight

Would you like to be in our community spotlight? [Send us your story!](#) Feel free to remain anonymous!

Congratulations to our Founder and President, Dr. Bean on the completion of her chemotherapy treatment on October 4th, 2021. We appreciate your transparency and sharing your journey with our PINK "ME" friends and others. To encourage and inspire in the fight against breast cancer!



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Sponsors and Donors

A special thank you to our Breast Cancer Awareness Month Event Sponsors and Donors

Alpha Kappa Alpha Sorority, Inc. Iota Xi Omega Chapter- **Cotton Candy Sponsorship Level**, Presbyterian Healthcare Foundation and Thornburg Investment-**Watermelon Sugar Sponsorship Levels**, Thornburg Foundation-**\$1,000 donation**, and XRAM X-Ray Associates of New Mexico, P.C., and Raiz New Mexico-**Pink Lemonade Sponsorship Levels**. Helping one family at a time!

Community Event

Kendra Scott- Albuquerque- Uptown

We are pleased to partner with Kendra Scott- ABQ Uptown again for another fun event!

Join us Saturday October 16th thru October 17th and grab your fabulous jewelry piece(s). Kendra Scott will donate twenty percent of proceeds back to PINK "ME." In-store October 16th from 12:00pm-3:00pm (Mountain Time).





Created from Kendra Scott Color Bar for PINK "ME" and their new BCA (Breast Cancer Awareness) Suite!

Breast Cancer Treatment Financial Assistance Programs

The amount of financial assistance is a maximum of \$1,500. This amount is allocated over a period of three months, or one quarter. Application to apply to this program is available on our website. The next quarter opens- January 2022.

Breast Cancer Survivor Month!

Breast Cancer Survivor Month! Send us your survivor month to be featured in our newsletter!



Looking for ways to get involved?

Visit our website and click on the "Get Involved" link with your information on ways to help the community.

We love to hear from you!

Follow, Like & Share

We have a Facebook, Instagram, and LinkedIn account! Please follow us, like us and share with your friends and family for the most up to date information on PINK "ME." Below is how you can find us!

- Facebook: [pinkmeorg](https://www.facebook.com/pinkmeorg)
- Instagram: [@pinkmeorg](https://www.instagram.com/pinkmeorg)
- LinkedIn: [pink-me](https://www.linkedin.com/company/pink-me)



We appreciate all our followers, and we post frequently. Please share and tap that like button!

Thank you for subscribing to our newsletter, we appreciate you!

~Best

PINK "ME" Board