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THE PINK FUND CELEBRATES A MILLION DOLLAR MILESTONE

(ROCHESTER HILLS, MI) April 29, 2015 – A card, picture frame, flowers or brunch? How will you honor Mom on May 10th? The Pink Fund, the 501(c)(3) public charity founded by Beverly Hills (MI) resident and breast cancer survivor, Molly MacDonald, is celebrating Mother's Day with a milestone announcement. The organization has announced that by May of this year, it will have distributed more than \$1 million dollars in bill payments on behalf of 987 women and men in active treatment for breast cancer since its first grants were issued in 2007. The Pink Fund provides 90 days of non-medical financial assistance to breast cancer patients in active treatment. Its recipients are a strong representation of our country's diverse population, often the primary breadwinners of their households. Missing just one paycheck can cause the first financial domino to fall.

"Most of us know about breast cancer, certainly the importance of early detection to save lives and research for the cure to end breast cancer forever. However, what most don't know, is that while fighting for their lives, many breast cancer patients in active treatment lose their livelihoods," says Ms. MacDonald, who experienced this herself. "The last 10 years have been a labor of love. It is rewarding to know that what began as kitchen table organization distributing just over \$10,000 in grants in our first three years has become a nationally recognized charity helping ease the financial burden of men and women in all 50 states so they can focus on healing and improve survivorship outcomes."

In honor of this momentous occasion, renowned and local photographer, Laurie Tennent, also a mom, breast cancer survivor, Ford Warriors in Pink Model of Courage and recipient of The Pink Fund Grant, is paying it forward. She has created a sophisticated floral arrangement in the form of a couture scarf. The scarf features one of Laurie's original botanical designs, "Hydrangeas" on a 24" x 57" oblong georgette fabric.

"It was an awakening to find out how I was going to be affected financially," says Ms. Tennent. "After volunteering for so many years for The Pink Fund, I was so surprised The Pink Fund was going to help me!" I so believe in its mission that offers Real Help Now. "

Made in Michigan, with finishing work completed by a team of people with special needs, the scarf is available for \$70, of which \$20 of each sale will be donated to The Pink Fund. This and other Botanical Couture designs are available at www.laurietennentbotanicals.com.

About The Pink Fund

A breast cancer diagnosis can destroy the financial health and wellbeing of the patient and their family. While in active treatment, many patients are unable to work and experience a loss of income that can result in catastrophic financial losses and the need to rebuild financial health. The Pink Fund provides financial support which helps meet basic needs, decrease stress levels, and allow breast cancer patients to focus on healing while improving survivorship outcomes. Our 90 day grant program covers non-medical basic cost of living expenses, such as health insurance premiums, housing, transportation and utilities. The Pink Fund is a 501(c)(3) public charity founded in 2006 by breast cancer survivor and metro Detroit resident, Molly MacDonald. In 2005, Molly was between jobs, supporting her five children, caring for her aging mother, and paying \$1,200 per month for Cobra health insurance when she received the April 1, no foolin' breast cancer diagnosis. Two surgeries and six weeks of daily radiation cured her cancer but derailed her career and ruined her finances. Her home went into foreclosure; her family relied on a local food bank for nourishment. There was nowhere to turn for help. She saw an unmet need and tried to meet it. Frustrated and broke, the ruins of her personal tragedy gave life to an organization that was determined to not allow others to encounter the same fate and help breast cancer patients cover critical non-medical bills during treatment. Her focus shifted from getting help to giving help.

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