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The Pink Fund's "Financial Bridge" Named a Semifinalist in the Big C Competition

90-Day Financial Bridge helps meet basic needs of breast cancer patients, strengthening their fight to improve survivorship outcomes and quality of life

BLOOMFIELD HILLS, MI – June 10, 2014 – [The Pink Fund's "Financial Bridge"](#) was selected as one of 168 semifinalists to move on to the second phase of the [LIVESTRONG Foundation's](#) inaugural [Big C Competition](#), aiming to change the way the world lives with cancer. The Pink Fund, which provides 90 days of non-medical financial assistance to breast cancer patients in treatment to cover basic living expenses, will now compete for one of 20 spots in the contest's next round, the venture accelerator program.

Headquartered in Bloomfield Hills, The Pink Fund entered the competition in the Rebuilding Financial Health category. It is unique because while fighting for their lives, many breast cancer patients in active treatment lose their livelihoods. Unable to work, patients often face catastrophic financial losses. The Pink Fund, a 501(c)(3) public charity, provides individuals in active treatment with 90 days and up to \$3,000 of financial assistance to cover non-medical expenses, such as health insurance premiums, housing, transportation and utilities. "While other sources offer varying degrees of support, none of them, to our knowledge, offer a significant level of support over an extended period of time, which impacts the patient's ability to financially weather the storm," says Molly MacDonald, Founder and President of The Pink Fund. "Removing this worry for 90 days allows the patient and their family to focus on healing while seeking out other sources of support, which may be needed as they complete treatment."

"All 168 entries have the potential to be game changers in improving the lives of people affected by cancer now," said Heather Wajer, VP of marketing at the LIVESTRONG Foundation. "We're so thrilled with the quality of the entries and are lucky to have so many entrepreneurs interested in helping cancer patients, survivors and caregivers."

The Pink Fund will benefit breast cancer patients in treatment fighting for their lives to save their lives and their families because the lift of financial burdens allows them to focus on healing, which improves survivorship outcomes and quality of life, reclaiming their lives and their livelihoods.

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Currently, The Pink Fund is working with its partners at Diplomat, the country's largest independent specialty pharmacy, to develop its 3-5 year strategic plan, which includes building a significant endowment for capacity and programming. More importantly, The Pink Fund is working with Diplomat's retail pharmaceutical partners to roll out various funding opportunities: foundation grants, cause marketing programs, as well as retail point-of-sale promotions, which have the potential to raise millions of dollars annually. Additionally, The Pink Fund's development strategy, including branded national fundraisers, cause marketing partnerships, retail point-of-sale promotions, the addition of The Pink Fund Ambassador Program with Essential Body Wear, third party events and individual donations, provide the funding necessary to maintain its goal long-term: provide 90 days of financial assistance to cover non-medical expenses.

The 168 remaining entries represent possible solutions to the biggest challenges people affected by cancer face following a diagnosis, according to LIVESTRONG Foundation research. Of the remaining ventures, 20 will move on to the venture accelerator phase from July 14-Sept. 15, where contestants will be paired with cancer survivors and business mentors to turn their ideas into action. On Sept. 29, five finalists will be announced and flown to Austin, Texas, to present their innovations during the [Ride for the Roses](#) weekend, where the Grand Prize Winner will be selected. Sixty ventures will receive a total of \$140,000 in seed funding, based on their innovation's utility, ingenuity and benefits to cancer patients and survivors. The Grand Prize Winner will receive \$25,000.

About The Pink Fund®

While fighting for their lives, many breast cancer patients in active treatment lose their livelihoods. Unable to work, patients often face catastrophic financial losses. The Pink Fund, founded in 2006 by breast cancer survivor, Molly MacDonald, who experienced this herself, provides individuals in active treatment with 90 days of financial assistance to cover non-medical expenses, such as health insurance premiums, housing, transportation and utilities. The Pink Fund helps to meet basic needs and decrease stress levels, helping breast cancer patients strengthen their fight to improve survivorship outcomes and quality of life. For more information, visit www.thepinkfund.org.

About the LIVESTRONG Foundation

The LIVESTRONG Foundation fights to improve the lives of people affected by cancer *now*. Created in 1997, the Foundation is known for providing free cancer support services and advocating for policies that improve access to care and quality of life. Known for its powerful brand – LIVESTRONG – the Foundation has become a symbol of hope and inspiration around the world. Since its inception, the Foundation has served 2.5 million people affected by the disease and raised more than \$500 million to support cancer survivors. One of America's top non-profit organizations, the Foundation has been recognized by industry leaders including Charity Navigator, the National Health Council and the Better Business Bureau for its excellent governance, high standards and transparency. For more information, visit LIVESTRONG.org.

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