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2014 *Unity in Pink*  
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FOR IMMEDIATE RELEASE

## **Pink is the Color for Halloween, as Three Organizations March for Unity at NYC's *New York Village Halloween Parade***

September 30, 2014 – Three grass-roots breast cancer organizations have come together—in a unique show of solidarity—to host the first ***Unity in Pink Walk for Breast Cancer*** at the *New York Village Halloween Parade* on October 31<sup>st</sup>. By joining forces, **The Tutu Project for the Carey Foundation**, the **Bret Miller 1 T Foundation for The Male Breast Cancer Coalition** and **For 3 Sisters** are hoping to increase awareness about breast cancer in women and men, and raise funds for their foundations. According to organizers, survivors and their families are coming in from all over the country—there will be a brunch and “meet and greet” (\$35/person) at 230 Fifth Avenue on Saturday, November 1<sup>st</sup> for survivors, co-survivors, friends and family, and anyone wishing to join them in celebrating those who are making a difference in the lives of others who are living with breast cancer.

Historically, breast cancer has been seen as a “woman’s disease.” Even the pink color that universally represents it would seem to exclude the masculine. But breast cancer can knock on anyone’s door, and these organizations have united to raise funds that will help those fighting breast cancer wherever—and whomever—it strikes. Says Cheri Ambrose, the Founder of the Male Breast Cancer Coalition, “We hear about breast cancer and presume it’s mostly a female disease. Because of this, most men don’t realize that they too can develop the disease. In the U.S., there will be 2,360 new cases of male breast cancer this year, and 430 men will die from the disease. We have partnered on this project because we passionately believe that increased awareness about breast cancer in women AND men—on every level—will help to save lives.”

**For 3 Sisters** was founded in 2011 by retired Montgomery County, Maryland career firefighter Marshall Moneymaker and his wife Shannon, after Marshall lost three older sisters to breast cancer. Overwhelmed with grief, Marshall began to share his story and do more for the breast cancer community. In support of Marshall’s awareness and outreach efforts, his fire department shift-mates

surprised him with pink firefighter gear. Friends and local media dubbed him “The Pink Fireman.” **For 3 Sisters** was created, with a mission to raise awareness and improve the quality of life for men and women affected by breast cancer.

[The Male Breast Cancer Coalition \(MBCC\)](#) is a collection of foundations, male survivor stories and insights, and various medical professionals and organizations who have banded together to bring awareness to Male Breast Cancer. The mission of The Male Breast Cancer Coalition is to provide a “place” where men who have been affected by breast cancer can feel less alone, find tools to make informed decisions, and get guidance to the best-of-the-best in the medical world. Currently the MBCC is awaiting 501 (C) 3 approval; until then, funds are being directed to MBCC partner [Bret Miller 1 T Foundation](#) for the completion of an extraordinary new documentary on male breast cancer by team member Mark Welch, “Stepping Out of the Pink Shadows, A Male Breast Cancer Story.” Bret Miller, who is a 4-year survivor, launched the foundation with his mother Peggy. (Bret first found a lump in his breast at age 17, but wasn’t diagnosed until he was 24.) Their website serves as a source of available information, support and direction to anyone needing help while battling breast cancer.

Bob and Linda Carey are the co-creators of [The Tutu Project](#). Bob’s magnificent self-portraits—in a pink tutu, taken all over the world—are the subject of the renowned book *Ballerina*, a beautiful and inspiring collection of images that have traveled the globe and become a symbol of hope, laughter and inspiration. His wife Linda beat her first diagnosis with breast cancer in 2003, only to have it recur in 2006. Through her personal battle, she has made it her goal to raise funds for women and their families that need financial support during their breast cancer journey. To help make her dream a reality, net proceeds from the sale of *Ballerina* go directly to [The Carey Foundation](#) (as will funds raised from the *Unity Walk*), a non-profit 501c3 organization established in 2012. The Carey Foundation provides funds to other breast cancer related non-profits that provide services directly to breast cancer patients and their families.

## HOW TO PARTICIPATE IN THE PARADE/WALK AND BRUNCH:

Both *Unity in Pink* events are open to the public. Tickets to one or both days may be purchased at <http://www.eventbrite.com/e/unity-in-pink-2014-for-breast-cancer-awareness-tickets-12918269893?ref=ebtnebtckt>

## ALL THE DETAILS:

### **Friday, October 31, 2014**

|                     |   |
|---------------------|---|
| Meeting Time:       | 5:00pm  |
| Meeting Location:   | To be announced mid-October   |
| Parade Start:       | 7:00pm  |
| Suggested donation: | \$35 (includes pink tutu and pink fireman hat for the first 100 participants) |

**Saturday, November 1, 2014**

Brunch at 230 Fifth Avenue, NY: 10:00am

Meet & Greet: 11:30am

Price: \$35 (includes brunch and single raffle ticket)

**FOR MORE INFORMATION CONTACT:**

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