

The Pink Agenda

Engaging Today's Generation to Find Tomorrow's Cure

www.thepinkagenda.org

FOR IMMEDIATE RELEASE

April 4, 2008

CONTACT: Meredith Stebbins

T: 917.693.8887

E: Meredith.Stebbins@thepinkagenda.org

BEST SELLING CANCER VIXEN AUTHOR HELPS YOUNG PHILANTHROPISTS FIGHT FOR A CURE

Non-profit The Pink Agenda to Host Annual Spring Gala

New York, NY – On May 15, the grassroots breast cancer non-profit The Pink Agenda (TPA), formerly known as Saving Second Base, will host its Annual Spring Gala at Twenty Four Fifth, the former ballroom of the Fifth Avenue Hotel. Marisa Acocella Marchetto, breast cancer survivor and author of the best-selling graphic novel *Cancer Vixen*, will be honored at the Gala and will also serve as its keynote speaker. “Ms. Marchetto’s grit and good humor are an inspiration to all those whose lives have been touched by breast cancer and certainly to the young professionals involved with The Pink Agenda,” says the organization’s President and Founder Marisa Renee Lee. “I’m thrilled that she’s going to be such an important part of the Spring Gala, which promises to be our biggest and best event yet.”

Attendees will include some of the nation’s foremost authorities on breast cancer research and development, including Myra J. Biblowit, the president of The Breast Cancer Research Foundation, representatives from Susan G. Komen for the Cure, famed *Gossip Girl* designer Abigail Lorick, socialite Kate Hanks (daughter of Tom Hanks), and TPA’s eleven-member Board of Directors, including President and Founder Marisa Renee Lee.

The Pink Agenda has been supported in its efforts to engage today’s generation to find tomorrow’s cure by a number of leading corporations who have donated items and services to the silent auction and gift bags. They include Calvin Klein, Saks Fifth Avenue, Tepper Jackson, the Green Bay Packers, and Equinox.

Castle Brands will serve as the liquor sponsor of the event, and all attendees will be invited to attend a SVEDKA-sponsored after-party immediately following the Gala.

The Pink Agenda (TPA) is an organization of young professionals committed to raising money for The Breast Cancer Research Foundation (BCRF) and Susan G. Komen for the Cure, the country’s most effective and efficient breast cancer research and direct care service organizations. We hope that our efforts will not only expedite the eventual discovery of a cure for the disease, but that the awareness we raise amongst those in our generation will result in earlier detection, as well as an understanding of where to go for support and resources if ever faced with a breast cancer diagnosis.

###