

FOR IMMEDIATE RELEASE
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Inaugural Pink Ribbon Parade Marches into Downtown Houston

HOUSTON— About 80 attendees witnessed the unveiling of the Pink Ribbon Parade by the Breast Health Collaborative of Texas on September 13 at City Hall. Eleven, seven-foot-tall ribbon sculptures stood in front of the reflection pool. The Parade, launched as both a fundraising and awareness-building project, has raised \$38,000 for breast cancer-focused nonprofits in the Greater Houston area.

“The Pink Ribbon Parade reflects the Collaborative’s mission to educate and to leverage resources,” said Lyn Widlaski, Executive Director of the Breast Health Collaborative, in her speech to the crowd. “Each ribbon raised funds and awareness for local breast health organizations and the Collaborative, and it shows both sponsors’ and partners’ support for the fight against breast cancer.”

Mayor Annise Parker attended the unveiling and noted the hardships faced in the fight against breast cancer. “Let us commit to being a healthier Houston. Let us commit to knocking out breast cancer,” she said.

Also in attendance were State Representative Sarah Davis; representatives from the offices of Harris County Judge Ed Emmett and Council Member Jarvis Johnson; Council Members Ed Gonzalez, Oliver Pennington, and Brenda Stardig; and former State Representative Ellen Cohen.

While every ribbon has a story, two ribbon sponsors were especially highlighted for their tenacity. Eight-year-old Hailey Moore and nine-year-old Isabella Waltz, whose mother, Amy Waltz, is a breast cancer survivor raised the \$5,000 for their ribbon, titled Butterfly Kisses, by running a pink lemonade stand, selling raffle tickets for a quilt and asking friends and neighbors to support their cause. The two girls painted the ribbon with their art teacher, Betsy Miller, and chose Pink Ribbons Project as the recipient of the proceeds.

Other sponsors and recipients, who were presented their checks by Susan Rafte, Chair of the Breast Health Collaborative, include the Baylor College of Medicine – Breast Center Advisory Board for Baylor College of Medicine; MD Anderson Cancer Center IBC Research Program and Clinic for MD Anderson Cancer Center IBC Research Program and Clinic; North Cypress Medical Center for Young Survival Coalition; Pinot’s Palette for the Breast Health Collaborative; The Rose for The Rose; Serve Up a Cure Committee Members for Serve Up a Cure; Susan G. Komen for the Cure® Houston Advisory Council for Susan G. Komen for the Cure® Houston; the Susan Hope Rafte Fund for Pink Ribbons Project; Waltz Warriors for Pink Ribbons Project; and Westside Lexus & Northside Lexus for Reconstruction of a Survivor. A portion of the funds raised by each ribbon also went to the Breast Health Collaborative.

“The gathering of these Pink Ribbons today symbolizes the true collaborative spirit that resonates in the Greater Houston area and Texas to ensure that all women, no matter what their level of income, have access to breast health services,” said Lyn Widlaski.

The Pink Ribbons will next travel to Tour de Pink, a bike ride benefitting breast cancer hosted by Pink Ribbons Project on September 18 at Prairie View A&M University. They will then march on to the 21st Annual Susan G. Komen Race for the Cure® Houston on October 1 in Sam Houston Park and to the 7th Annual Breast Health Summit, a two-day conference on improving access to breast health care for all women in Texas on October 20-21 at United Way of Greater Houston, sponsored by the Breast Health Collaborative of Texas.

For more information, visit www.pinkribbonparade.org.

About the Breast Health Collaborative:

The Breast Health Collaborative of Texas is made up of almost 300 nonprofit, corporate and individual members throughout the State of Texas that are dedicated to making sure no one goes without breast health care. It is the coordinating body influencing education, funding, and policy by serving as a resource for breast health issues and services. The Collaborative advocates on behalf of breast cancer services, education, patient navigation services and research. Visit www.BreastHealthCollaborativeofTexas.org for more information.

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