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Art for a Cause
Breast Health Collaborative of Texas to Kick Off
Inaugural Pink Ribbon Parade at Houston City Hall

HOUSTON, TX – On September 13, 2011, at 9:30 a.m., the Breast Health Collaborative of Texas is proud to host a press conference at Houston City Hall to kick off the Inaugural Pink Ribbon Parade, a public art initiative to support local, nonprofit breast health organizations and to raise breast cancer awareness.

Over one dozen, seven-foot-tall ribbon sculptures, manufactured and decorated locally and sponsored by Houston-area organizations, will be gathered around the reflection pool in Hermann Square. The Parade's proceeds dually benefit a nonprofit breast health organization of the sponsor's choice and the Breast Health Collaborative of Texas.

"This Parade is really for Texans, by Texans," said Lyn Widlaski, executive director of the Breast Health Collaborative. "We wanted to create art for a cause: a creative event that brings breast cancer awareness to Texans and recognizes local, breast cancer-focused organizations. With our first Parade, we are proud to support Houston Affiliate of Susan G. Komen for the Cure®, Pink Ribbons Project, MD Anderson Cancer Center IBC Research Program and Center, Reconstruction of a Survivor—and the list goes on."

The Collaborative invites municipal and state politicians, members of the press, and locals to the press conference. Sponsors will join Susan Rafté, Chair of the Collaborative, to present checks to the charities benefitted by the sales of the Pink Ribbons.

"The Pink Ribbon Parade honors those who make an impact on access to breast health care to the medically underserved," said Rafté. "The Collaborative's mission is to unite organizations who are dedicated to raising awareness about breast health and improving countless lives by ensuring care to those touched by breast cancer."

The Pink Ribbons will next travel to **Tour de Pink**, a bike ride benefitting breast cancer hosted by Pink Ribbons Project on September 18th at Prairie View A&M University. They will then march on to the **21st Annual Susan G. Komen Houston Race for the Cure®** on October 1st 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.

"We encourage you to keep an eye out for these ribbons around town," said Widlaski. "Each one is a testament to the Texas spirit of fighting against breast cancer."

For more information and a full list of sponsors and beneficiaries, 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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