



SHARSHERET®

Sharsheret Marks 13th Annual Global Pink Day

*Help Raise Awareness About Breast and Ovarian Cancer by Using
#sharsheretpinkday2022*

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New York, NY (February 8, 2022) - Sharsheret, the only national not-for-profit organization dedicated to addressing the needs of women and families, of all Jewish backgrounds, facing breast cancer and ovarian cancer, celebrates its 13th annual Sharsheret Pink Day across more than 100 schools, companies, organizations and synagogues worldwide. Sharsheret Pink Day, a global awareness movement will encourage thousands of people to share information about Sharsheret's vital programs and services to raise awareness about breast cancer and ovarian cancer and cancer genetics, and generate conversations that save lives.

The Jewish Breast & Ovarian Cancer Community
866.474.2774 | www.sharsheret.org | info@sharsheret.org
Regional Offices: California • Florida • Illinois • New Jersey • New York

By using #sharsheretpinkday2022 across social media channels, organizations will further capture what Sharsheret is doing to mark Pink Day and build recognition of the day.

The excitement surrounding Sharsheret Pink Day continues to grow every year as organizations and thousands of students globally participate from day schools, high schools, colleges/universities and Israel programs. By wearing pink and activating Pink Day at schools nationwide, students help spread the word about breast cancer in their respective communities with the hope that their efforts generate life-saving conversations among Jewish families who are at increased risk of hereditary breast cancer.

“In the Jewish community and beyond, everyone knows someone who has been personally affected by breast or ovarian cancer,” said Sharsheret’s Director of Campus and Community Engagement Ellen Kleinhaus. “Our hope for Pink Day is that wearing pink will generate life-saving conversations for both men and women. We are so grateful to the thousands of participants who help us in our effort to ensure that every family knows about Sharsheret should they ever need us.”

A key component of making Pink Day a success is utilizing the students’ social media savviness to spread the word about their efforts for Sharsheret Pink Day. This year, Sharsheret created a [downloadable Pink Day Tool Kit](#). This social media campaign in partnership with the participating schools will help Sharsheret reach thousands of

students and their followers, especially through Sharsheret's [Facebook page](#), [Twitter](#) (@Sharsheret), and [Instagram](#) (@sharsheretofficial). On Pink Day, students are encouraged to post their pictures across all of Sharsheret's social channels using the hashtag #sharsheretpinkday2022.

For more information about Sharsheret Pink Day 2022, please contact Sharsheret's Director of Campus and Community Engagement Ellen Kleinhaus at 866.474.2774 or ekleinhaus@sharsheret.org.

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ABOUT SHARSHERET

Sharsheret, Hebrew for chain, a national cancer organization with five offices (California, Florida, Illinois, New Jersey and New York), serves 250,000 women, families, health care professionals, community leaders, and students, in all 50 states. Sharsheret improves the lives of Jewish women and families living with or at increased genetic risk for breast or ovarian cancer through personalized support and saves lives through educational outreach.

While our expertise is in young women and Jewish families as related to breast cancer and ovarian cancer, Sharsheret programs serve all women and men.

As a premier organization for psychosocial support, Sharsheret is a member of the Federal Advisory Committee on Breast Cancer in Young Women, works closely with the Centers for Disease Control and Prevention (CDC), and participates in psychosocial research studies and evaluations with major cancer centers, including Georgetown University Lombardi Comprehensive Cancer Center. Sharsheret is accredited by the Better Business Bureau and has earned a 4-star rating from Charity Navigator for nine consecutive years.

What We Do

One-on-One Support for women and their families touched by breast cancer and ovarian cancer (all free, confidential, and convenient) featuring

- Online 24/7 Live Chat
- Mental Health Professionals
- Genetic Counselor

- Peer Support
- Customized Beauty Kits
- Busy Boxes for Children
- Specialized Programming for Women Living with Metastatic Cancer
- Financial subsidies for non-medical services
- Education and Outreach for women, families, and community and medical professionals • Healthcare Webinars
- College Campus Programming
- Community Educational Seminars
- Cultural Competency Trainings
- Comprehensive Resource Booklet Series
- Community Action for women and men of all ages
- B'nai Mitzvah Projects
- Team Sharsheret Races and Walks
- Young Professionals Circle
- Teal and Pink Shabbat
- Local Volunteer Opportunities

For more information and to get involved today, visit us online at www.sharsheret.org or call us at 866-474-2774.

Sharsheret Pink Day Worldwide School Listing (in formation):

AEPHI-Adelphi University

AEPHI-Temple University

AEPHI-Binghamton University

AEPHI-Texas A&M University

AEPHI-Cornell University

AEPHI-Towson University

AEPHI-Emerson College

AEPHI-Tulane University

AEPHI-Hofstra University

AEPHI-University of Pittsburgh

AEPHI-Long Island University, CW Post

AEPHI-University of Arizona

AEPHI-New York University

AEPHI-University of California, Irvine

AEPHI-Northeastern University

AEPHI-University of California, San Diego

AEPHI-Ohio State University

AEPHI-University of Central Florida

AEPHI-SUNY New Paltz

AEPHI-University of Connecticut

AEPHI-SUNY Oswego

AEPHI-University of Florida

AEPHI-Syracuse University

AEPHI-University of Iowa

AEPHI-University of Maryland	At The Well
AEPHI-University of Massachusetts	Alpha Epsilon Phi
AEPHI-University of Michigan	Base Miami
AEPHI-University of Texas	Beth Jacob Congregation
AEPHI-Wayne State University	Beyond The Ribbon
Chabad-Depaul University	Chemo Care Cards
Chabad On Campus	Chabad On Campus
Hillel – Hamilton College	Congregation Or Ami
Hillel- University of Florida	Cookies For A Cure
Hillel-Barnard/Columbia	Force
Hillel-Brandeis University	Grand & Essex Market
Hillel-Broward and Palm Beach	Horizon Blue Cross Blue Shield NJ – Shalom
Hillel-Florida International University	JCC of Greater Columbus
Hillel-Stony Brook University	JKidLA
Hillel-University Of Arizona	Kahal – Your Jewish Home Abroad
Hillel-University of Iowa	MAR JCC
Hillel-University of Miami	Mishe Bear
Hillel-University of North Texas	Orangetown Jewish Center
Jewish Pre-Health Society – UCLA Hillel	Shaarey Zedek Congregation
Jewish Students of Carleton College	Shomrei Torah Synagogue
Sharsheret Club Downtown NYC	Temple Aliyah
Stern College	The Community Synagogue
UCLA Hillel	Valley Beth Shalom
Yeshiva University	Victor Center for Jewish Genetics
<u>Partner/Community/Organizations</u>	Woodbury Jewish Center

Day Schools and High Schools

Akiba Yavneh Academy of Dallas

BBYO – Kochavim

Brauser Maimonides Academy

Bruria High School

Bruria Middle School

Hadar High School for Girls

HAFTR Middle School

HAFTR High School

Hebrew Academy of Long Beach

Hebrew Academy of Nassau County – High School

Hillel Torah North Suburban Day School

Jack M. Barrack Hebrew Academy

Jewish Community High School of the Bay

JT Connect – Jewish Teen Learning Connect

Katz Yeshiva High School of Boca Raton

Lehrman Community Day School

Ma'ayanot High School

Meira Academy

Naaleh High School

North Shore Hebrew Academy High School

North Shore Hebrew Academy Middle School

Pressman Academy

Pressman Academy ECC

Rabbi Pesach Raymon Yeshiva

RASG Hebrew Academy

Rosenbaum Yeshiva of North Jersey

Sager Solomon Schechter Middle School

SAR High School

Schechter School of Long Island

Shalhevet High School

Shulamith High School

SKA High School for Girls

The Gerard Berman Day School

The Frisch School

The Idea School

The Leffell School

Tarbut V'Torah Community High School

Torah Academy of Bergen County

USY West Hartford

Westchester Torah Academy

Woodbury Jewish Center

Yavneh Academy

Yeshiva University High School for Boys

Yeshiva University High School for Girls

Yeshivat He'Atid

Yeshivat Or Chaim

YULA Girls High School

Moishe House

Organization

Moishe House Mosaic-Fairfax

Moishe House Bat ayin Israel

Moishe House – Jerusalem

Moishe House – Washington DC Columbia Heights

Moishe House Austin

Moishe House Baltimore

Moishe House Boston – Kendall Square

Moishe House Boston – Somerville

Moishe House Boulder

Moishe House Denver

Moishe House Encinitas

Moishe House Hoboken

Moishe House Houston

Moishe House Miami – Midtown

Moishe House Murray Hill

Moishe House North Country San Diego

Moishe House NYC – Lower Manhattan

Moishe House NYC RSJ

Moishe House SF

Moishe House Triangle

Moishe House Upper West Side

Moishe House West LA

Moishe House without Walls – Ashkelon

Moishe House without Walls – Matawan, NJ

Moishe House Without Walls – Smyrna, GA

Moishe House without Walls Cambridge

Moishe Pod Long Beach

Moishe Pod NYC – Lower East Side, Persian

RSJ Moishe House Philadelphia