



SHARSHERET®

Sharsheret Marks 15th Annual Pink Day

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New York, NY (February 12, 2024) – 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 15th annual Sharsheret Pink Day across more than 200 schools, companies, organizations and synagogues worldwide. Pink Day is a global awareness and unity movement that brings together thousands of people to share information about Sharsheret's vital programs and services and raises awareness about breast cancer, cancer genetics, and generates life saving conversations. Pink Day is made possible with the generous support of our corporate sponsors: Daiichi-Sankyo and Merck, as well as The Beatrice Milberg Campus Program, which is made possible with support from Sherry and Neil Cohen.

"Pink Day is not just a hashtag," said Ellen Kleinhaus, Sharsheret's Director of National Programs. Pink Day is a global day of unity that raises breast cancer awareness and generates life-saving conversations. The thousands of Pink Day participants across the country help us in our effort to ensure that everyone knows about Sharsheret should they ever need us."

By using **#SharsheretPinkDay2024** across social media channels, participants further capture what their school or organization is doing to mark Pink Day and build recognition to honor the day. The anticipation surrounding Pink Day continues to grow every year as organizations and thousands of students globally participate from middle schools, high schools, synagogues, organizations, companies, colleges/universities and Israel programs. Pink Day program ideas run the gamut to include: health and wellness fairs, bake sales and merchandise sales, athletic tournaments, social media and marketing campaigns and hearing from Sharsheret volunteers at

The Jewish Breast & Ovarian Cancer Community

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Regional Offices: California • Florida • Illinois • New Jersey • New York

your school, company or organization. By marking Pink Day in their own way, individuals everywhere help raise awareness about breast cancer in their respective communities.

Through social media, we have been able to spread the word about Pink Day, and generate life saving conversations among Jewish families who are at increased risk of hereditary breast cancer. [Click here](#) to learn more about Pink Day, and how you can participate in the day. Utilizing our social media campaign in partnership with the participating schools and organizations has helped Sharsheret reach thousands of students and their followers, especially through Sharsheret's Facebook page ([Sharsheret](#)); X ([@Sharsheret](#)), and Instagram ([@sharsheretofficial](#)). On Pink Day, individuals and organizations are encouraged to post their pictures across all of Sharsheret's social channels using the hashtag #sharsheretpinkday2024.

Pink Day 2024 is being kicked off with a mandala therapeutic art workshop. [Register here](#) to join Sharsheret and Ariel Landrum, LMFT for a 60- minute interactive workshop focused on the artform of mandalas, no prior art experience is necessary. We will engage in art that aims to both create balance and find uniqueness in each person's experience. All you need to participate is some colored pencils, markers, etc. Sylvie Slotkin, a student at Northwestern University, will share her perspective on the power of Pink Day. A recording will be available following the program.

For more information about Sharsheret Pink Day 2024, contact Director of National Outreach Ellen Kleinhaus at 866.474.2774 or ekleinhaus@sharsheret.org.

Sharsheret Pink Day Worldwide School Listing (in formation as of February 12,2024):

Colleges and Universities

Alpha Epsilon Phi Sorority

American University, DC
Arizona State University, AZ
Binghamton University, NY
Boston University, MA
Buffalo State University, NY
Cornell University, NY
Emerson College, MA
George Washington University, DC
Jacksonville University, FL
Northeastern University, MA
Ohio State University, OH
SUNY Oswego, NY
Syracuse University, NY
Temple University, PA
Tulane University, LA
University of Arizona, AZ
University of Central Florida, FL
University of Delaware, DE
University of Florida, FL
University of Maryland, MD
University of Massachusetts, MA
University of Michigan, MI
University of Texas, TX
University of Wisconsin, WI
Washington University at St. Louis, MO
Wayne State University, MI

Alpha Epsilon Pi Fraternity

Illinois State University, IL
Miami University, OH
DePaul University, IL

Chabad on Campus

Brandeis University, MA
DePaul University, IL
Jewish Student Centre – Vancouver, Canada
Michigan State University, MI
University of Massachusetts, Amherst, MA
Washington University at St. Louis, MO

Challah For Hunger

Northwestern University, IL
UCLA, CA

Hillel International

Arizona State University, AZ
Barnard College, Columbia University, NY
Bowling Green State University, MI
Brandeis University, MA
Florida International University, FL
Florida State University, FL
High Point University, NC
Miami University, OH
Northwestern University, IL
Rutgers University, NJ
University of Arizona, AZ
University of California, Berkley, CA
University of Central Florida, FL
University of Miami, FL
University of Pennsylvania, PA
University of South Florida, FL
University of Toledo, OH
Washington University at St. Louis, MO
Hillel at Davis and Sacramento, CA
Illini Hillel, IL

Zeta Beta Tau Fraternity

Northeastern University, MA

Elementary Schools/High Schools/Youth Organizations

Akiba/Yavneh Academy, TX
Ann & Nate Levine Academy, TX
Arie Crown Hebrew Day School, IL
Beis Chana Girls High School, FL
Ben Gamla Charter School, FL
Ben Porat Yosef, NJ
Breast Cancer Awareness Club, Santa Monica High School, CA
Bruria High School, NJ
Charles E. Smith Jewish Day School, MD
Chicago Jewish Day School, IL
Gordon Day School & Early Childhood Center of Beth David Congregation, FL
Hadar High School for Girls, FL
HAFTR High School, NY
HAFTR Middle School, NY
Hillel Torah North Suburban Day School, IL
Ida Crown Jewish Academy, IL
Jack M. Barrack Hebrew Academy, PA
Kehillah Jewish High School, CA
Lehrman Community Day School, FL
Ma'ayanot High School for Girls, NJ
Magen David High School, NY
Manhattan Day School, NY
Milken Community Schools, CA
MTA Yeshiva University High School For Boys, NY
Naaleh High School, NJ

North Shore Hebrew Academy High School, NY
Notre Dame High School, CA
Pressman Academy, CA
RAMAZ Upper School, NY
RASG Hebrew Academy, FL
RPRY, NJ
Rosenbaum Yeshiva of North Jersey, NJ
Sager Solomon Schechter Middle School, IL
Scheck Hillel Community School, FL
Shalhevet High School, CA
Shulamith High School, NY
SKA High School, NY
Tenaflly Chabad Academy/Lubavitch on the Palisades, NJ
The Frisch School, NJ
Torah Academy of Bergen County, NJ
Torah Academy of Boca Raton, FL
TVT Community Day School, CA
USY-Millburn, NJ
Westchester Day School, NY
Wilshire Boulevard Temple Schools East, CA
Yavneh Academy, NJ
Yeshivat HeAtid, NJ
Yeshivat Or Chaim – Bnei Akiva Schools, Canada
Yeshivat Shalsholet, NJ
Yeshiva University High School for Girls, NY
YULA Boys High School, CA
YULA Girls High School, CA

Israel Gap Year Schools

Aish Geshar Women, Israel
Midreshet AMIT, Israel
Midreshet Harova, Israel
Michelet Mevaseret Yerushalayim, Israel
Midreshet Moriah, Israel
Midreshet Shaalvim, Israel
Midreshet Torah Chessed, Israel
Yeshivat Torah V'Avodah (TVA), Israel

Organizational Partners

Advocate Lutheran General Cancer Survivorship Center
Anshe Sholom B'nai Israel, IL
Cedars-Sinai, CA
Bet Mishpacha, DC
BMH-BJ Congregation, CA
Chabad East Lakeview, IL
Chabad of the Beaches, FL
Chabad of the West Side, NY
Concern Foundation, CA
Congregation B'nai Israel, NJ
Congregation Beth Abraham, CA
Congregation Beth David, CA
Congregation Beth Shalom, CA

Congregation Emanu El of Redlands, CA
Congregation Neveh Shalom, OR
Congregation Ohev Shalom, FL
HAMAKOM, CA
Jewish Collaborative Services, RI
Jewish Federation of San Diego, CA
Jewish Fertility Foundation, GA
JKidLA
Jewish Women's Foundation of New Jersey, NJ
JWI Young Women's Impact Network Chicago, IL
Kahal Joseph Congregation, CA
Manhasset Women's Coalition Against Breast Cancer, NY
Margie Petersen Breast Center, Providence Saint John's Health Center
Marlene Meyerson JCC Manhattan, NY
Michael Ann Russell JCC, FL
Midwest NCSY/JFE, IL
Mount Sinai Jewish Center, NY
No Shame on U, IL
Norton & Elaine Sarnoff Center for Jewish Genetics, IL
OneTable, National
Rales JFS, FL
Sinai Temple, CA
Stand By Me, CA
Stephen S. Wise Temple, CA
Stony Brook Cancer Center, NY
Temple Akiba, CA
Temple Beth-El, IL
Temple David, PA
Temple Emanuel of Beverly Hills, CA
Temple Isaiah, CA
The Shalom Institute, CA
Unite For HER, CA
USY Millburn
Wilshire Boulevard Temple Religious School, CA
Women's League of Sutton Place Synagogue, NY
Young Women's Impact Network Chicago, IL

Moishe House

Boca Raton, FL
Chicago Lakeview, IL
Chicago Wicker Park, IL
Columbia Heights, DC
Federal Hill, MD
Jersey City, NJ
London, England
Long Island, NY
Nashville, TN
Park Slope, NY
Persian Upper East Side, NY
Queens, NY
Tel Aviv, Israel

Tel Aviv (RSJ), Israel
Triangle, NC
Upper East Side, NY
Venice, CA

Businesses & Companies

Advance Rehabilitation Services, PA
BH Air Duct Cleaning LLC, PA
Bala Judaica, PA
Challah House, IL
Corporación para la Asistencia Supervisada, Puerto Rico
Creative Souls Dance ,FL
Emma's Bagel Cafe, IL
Flower Tales, PA
Ilyan Jewelry, PA
Jody's Collection, PA
Kippah Korner, PA
Leah's Beauty Concepts, NY
Leah's Custom Creations, PA
Le Vin Wine Cellar, PA
Living on Purpose, PA
Makeup by Penina, PA
Mary Kay Cosmetics, PA
Melissa's Challahs, CA
Organized and Focused, PA
PK Hart Fine Jewelry, IL
Penelope and the Beauty Bar, WA
Personalized by Dale, PA
Pure Barre Wellington, FL
Rosenblum World of Judaica, IL
Salon Elana, PA
Servicios Suplementarios de Salud, Inc, Puerto Rico
The Trendy Table, IL
Top That, PA
Wavy Wonders By Rachel, PA
We Fit Moms, CA
YT Jewelers, PA

For questions or more information, please contact Sharsheret's Director of Marketing and Communications Jordana Althman at 866.474.2774 jaltman@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
- Men's Educational Resources

Education and Outreach for women, men, 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. Tag us on Instagram @sharsheretofficial

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