



SHARSHERET®

Sharsheret Marks 16th Annual Lee Shull Pink Day with Expanded Education and Student Engagement

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New York, NY (February 3, 2026) – Sharsheret, the only national nonprofit organization dedicated to supporting Jewish women, men, and families of all backgrounds facing breast cancer and ovarian cancer, will mark its 16th annual Lee Shull Sharsheret Pink Day across hundreds of schools, synagogues, campuses, organizations, and companies worldwide.

Sharsheret Pink Day is a global day of awareness and unity that brings communities together to spark life-saving conversations about breast cancer, hereditary cancer risk, emotional well-being, and the power of support. In 2026, Pink Day participation is expected to reach tens of thousands of students, educators, parents, and community members across the United States, Israel, and beyond.

A key element of Pink Day 2026 is Sharsheret's Pink Day Curriculum Guide, designed for middle school and high school students. The curriculum is intended as a flexible educational tool that helps engage and empower students, using breast cancer awareness as a lens to explore broader conversations about empathy, connection, and support.

The Jewish Breast & Ovarian Cancer Community

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

Rather than attempting to cover every aspect of cancer, the curriculum focuses on helping students understand the importance of:

- Asking for support when they need it
- Offering support to others with care and compassion
- Recognizing their role within a supportive community
- Knowing when and where to turn for help

Through age-appropriate discussion prompts and reflective activities, the guide encourages meaningful dialogue while allowing educators to adapt content based on their school community, timing, and comfort level. The curriculum reinforces that students are not expected to have all the answers, but can play an important role by noticing, caring, and seeking help when needed.

Rooted in Jewish values, including *kol Yisrael arevim zeh la-zeh*—all Jews are responsible for one another—the curriculum provides an accessible entry point for conversations that promote emotional awareness, responsibility, and support, while prioritizing emotional safety and collaboration with trusted adults.

“Pink Day is about far more than wearing pink,” said Ellen Kleinhaus, Sharsheret’s Chief National Engagement Officer. “The Pink Day Curriculum gives schools a way to spark meaningful conversations about support and responsibility, helping students build skills they can carry with them long after Pink Day.”

Participants worldwide mark Pink Day in a variety of creative and meaningful ways, including educational programming, health and wellness fairs, bake sales, athletic events, and social media campaigns. All are encouraged to share their Pink Day activities on social media using #SharsheretPinkDay2026 to amplify awareness and normalize conversations around cancer, emotional well-being, and support.

The Lee Shull Sharsheret Pink Day 2026 is made possible with the generous support of Sharsheret's corporate and philanthropic partners, and in part by Merck, whose commitment helps expand education, outreach, and support to communities nationwide.

The Lee Shul Sharsheret Pink Day Worldwide School Listing (in formation as of February 3, 2026):

Middle Schools and High Schools:

Ben Porat Yosef, NJ
Bernard Zell Anshe Emet Day School, IL
Bruria High School for Girls, NJ
Chicago Jewish Day School, IL
De Toledo High School, CA
Farber Hebrew Day School, Yeshivat Akiva, MI
Gesher Jewish Day School, VA
Golda Och Academy, NJ
Hadar High School for Girls, FL
HAFTR High School, NY
HAFTR Middle School, NY
Hillel Torah North Suburban Day School, IL
Kohelet Yeshiva High School, PA
Ma'ayanot Yeshiva High School for Girls, NJ
Maimonides School, MA
Melvin J. Berman Hebrew Academy, MD
Naaleh High School for Girls, NJ
New England Jewish Academy, CT
North Shore Hebrew Academy, NY
Pressman Academy, CA
Rabbi Pesach Raymon Yeshiva, NJ
Rae Kushner Yeshiva High School, NJ
Ramaz Upper School, NY
Rochelle Zell Jewish High School, IL
Rosenbaum Yeshivah of North Jersey, NJ
Sager Solomon Schechter Middle School, IL
SAR High School, NY

Scheck Hillel Community School, FL
Shalhevet High School, CA
Stella K. Abraham High School for Girls, NY
Tenafly Chabad Academy, NJ
The Frisch School, NJ
The Leffell School, NY
The Moriah School, NJ
The Rashi School, MA
The Winsor School, MA
Torah Academy of Bergen County, NJ
TVT Community Day School, CA
Westchester Day School, NY
Yavneh Academy, NJ
Yeshivat He'Atid, NJ
Yeshivat Shalsholet, NJ
Yeshiva University High School for Boys, NY
Yeshiva University High School for Girls, NY
YULA Girls High School, CA

Colleges and Universities:

Yeshiva University - Stern College for Women, NY
Maman Nonprofit @ UCLA, CA

Alpha Epsilon Phi Sorority

American University, DC
Binghamton University, NY
Boston University, MA
Elon University, NC
Hofstra University, NY
Jacksonville University, FL
New York University, NY
Northeastern University, MA
Ohio State University, OH
Rowan University, NJ
SUNY New Paltz, NY
SUNY Oswego, NY
Syracuse University, NY

Temple University, PA
Tulane University, LA
University at Albany, NY
University of Arizona, AZ
University of California San Diego, CA
University of Central Florida, FL
University of Connecticut, CT
University of Florida, FL
University of Illinois Urbana Champaign, IL
University of Maryland, MD
University of Massachusetts, MA
University of Texas at Austin, TX

Chabad On Campus

Chabad House Bowery, NY
Illinois State University, IL

Hillel International

Brandeis University, MA
Bowling Green State University, OH
Center For Jewish Life at Princeton University, NJ
Colorado State University, CO
Florida International University, FL
Greater Ontario, ON
Miami University, OH
Metro Chicago, IL
Michigan State University, MI
NYU Bonfman Center for Jewish Studies, NY
Ohio State University, OH
Temple University, PA
University of California, Davis, CA
University of California, Las Angeles, CA
University of California, Sacramento, CA

University of Cincinnati, OH
University of Colorado Boulder, CO
University of Kentucky, KY
University of Miami, FL
University of Nevada, Las Vegas, NV
University of Rhode Island, RI
University of Toledo, OH
University of Vanderbilt, TN
University of Wisconsin, WI

Jewish Student Union

Georgetown University, Washington DC

Synagogues:

Beth Jacob Congregation, CA
BMH-BJ Congregation, CO
Chabad East Lakeview, IL
Chabad Jewish Center San Clemente, CA
Congregation Albert, NM
Congregation Bet Haverim, CA
Congregation Beth Am, CA
Congregation Beth El, TX
Congregation Beth El, OH
Congregation B'nai Emet, CA
Congregation Havurim, CA
Congregation Torah Ohr at Century Village, FL
Darchei Noam, PA
Kehillat Israel, CA
Makom Solel Lakeside, IL
Pasadena Jewish Temple & Center, CA
Shir Hadash Reconstructionist Synagogue, IL
Sinai Temple, CA
Stephen Wise Temple, CA
Temple Akiba, CA

Temple Beth Am, CA
Temple Beth David, FL
Temple Beth El, IL
Temple Beth El, FL
Temple Beth Tikvah, GA
Temple Har Shalom, UT
Temple Judea, FL
Temple Israel Akron, OH
The Jewish Center, NY
Wilshire Boulevard Temple, CA
Young Israel of New Rochelle, NY
Young Israel of White Plains, NY

Partners:

Advocate Lutheran General Cancer Survivorship Center, IL
À la Mahj, NC
Alpert JFS, FL
Backcountry Bayit, CO
Blacksheep General Store, IL
Baywinds Hadassah, FL
Cedars-Sinai Medical Center, CA
Foodstuffs, IL
Glencoe Laundry and Cleaners, IL
Hadassah of Greater Washington, MD
Hamsa Wellness Community, MO
Heroes for Israel Project, FL
Jewish Federation of Northern New Jersey, NJ
Jewish Federation of South Palm Beach, FL
Kehillat Israel, Early Childhood Center, CA
J Los Angeles, CA
Leah's Creations, PA
Live Love Lisa, FL
Living on Purpose LLC, PA
LLESS Inc, PA
Mah Jonng in Puerto Rico, PR
Mandell JCC, CT

Marlene Meyerson JCC Manhattan, NY
Mary Kay Cosmetics, PA
Michael Ann Russell JCC, FL
Norton & Elaine Sarnoff Center for Jewish Genetics, IL
Olsky Jewelers, IL
Rales JFS, FL
Stone Nursing Services, MD
Temple Isaiah Preschool, CA
The Good Life, NJ
Three Twelve Tudor, IL
Personalized by Dale, PA
PIKL Los Angeles, CA
Vina's Campaign, MD

MemGlobal

Base LA, CA
Edmonton Moishe House, AB
Moishe House Tel Aviv, IL
Moishe House Without Walls, DC
Moishe House Without Walls, NL
Moishe House Without Walls, UK
San Francisco Moishe Pod, CA
Tulsa Moishe Pod, OK
Upper West Side Moishe Pod, NY
West Palm Beach Moishe Pod, FL

Israel Programs

Midreshet Amit, IL
Midreshet Lev, IL
Midreshet Machon Maayan, IL

For questions or more information, please contact Sharsheret's Director of Marketing and Communications Jordana Altman at 866.474.2774 jaltman@sharsheret.org.

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ABOUT SHARSHERET

Sharsheret, Hebrew for chain, an international cancer organization with offices in the Midwest, Southeast, Northeast, West, and Israel, serves 275,000 women, families, healthcare 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 ten 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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