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Online Match-Making for Breast Cancer Patients & Survivors

www.Pink-Link.org

**California woman harnesses the power of the
Internet to make finding a breast cancer buddy
as easy as finding a date online.**

Vicki Tashman

Vicki Tashman didn't just survive breast cancer, she beat it. Commanding all the resources and support available to her, she was a prime example of the active and pro-active patient. She interviewed different doctors, attended different support groups, signed up for different studies and never took "no" – or "I don't know" – for an answer. All this worked to her advantage and she is alive today because of it.

The one thing she felt was missing however during her battle with the disease, was a way to find another woman who had the same type of cancer, was considering the same treatments, feeling the same side effects and processing the same fears. When she finished her treatment she decided to do something about that.

"It just occurred to me one day that here we had this unbelievable tool, the Internet, at our disposal, but there was no way for me to find someone who was going through, or had already gone through, the same kind of cancer as me," Tashman says. "Why should it be easier to find a date online than a compatible mentor who can help you get through chemo?"

Pink-Link (www.pink-link.org) is the outgrowth of this idea and is now the only online searchable database of breast cancer patients and survivors on the Internet. Completely *FREE* and *CONFIDENTIAL*, Pink-Link allows women to enter as much detail as they like about their particular diagnosis and then search for other women who are the same age, living in the same part of the country, taking the same medications, facing the same treatment options. The site can match women who're going through treatment simultaneously or can pair a patient with a survivor ... or both.

"You know, it was great when I was sick to talk to any other woman who'd had breast cancer. We could cry on each other's shoulders, try and cheer each other up, understand each other in a way others could not," she says. "But when it got right down to it, I had a lot of specific questions that could only be answered by someone who'd been in my exact shoes, and that was hard to find."

Well, thanks to Pink-Link, now it's not.

A California native, who attended University of Colorado/Boulder, Tashman lives in LA with her husband and two children. Her paternal grandmother died of breast cancer, and her mother is a survivor of four years.

"Each day is a gift," she says. "I'm not trying to change the world, just make a difference where I can."