

Contact:
Vicki Tashman
(310) 995-5204



Organizational History

Pink-Link is a 501(c)3 non-profit organization whose mission is to empower women in obtaining a healthy survivorship of breast cancer.

Founded in 2005 by Vicki Tashman, Pink-Link provides an on-line support community consisting of an innovative searchable database where women with breast cancer can connect with other women who have, or had, a similar diagnosis. By harnessing the power of the Internet and using a custom-built program which meets the privacy needs of its members, Pink-Link creates an intimate and personal link between patients, survivors, friends and family. The resulting connections empower women with a unique kind of information – that which comes from someone who’s walked in their shoes. It allows them to ask each other questions and share information so they can better grapple with their diagnosis, understand their treatment options, and be more informed patients.

While being treated for breast cancer in 2004, Tashman availed herself of various support programs. She attended support groups, practiced meditation and kept a journal during her treatment. She was surrounded by caring friends, knowledgeable doctors and a loving family. But she felt something was missing.

Indeed, she had many questions that were left unanswered because the other women in her support groups had a *different* type of breast cancer than she had. Similarly, she did loads of Internet research, but wished she could put a human face on all that data. As such, in January 2005, she came up with the idea of an on-line searchable database of women affected by breast cancer. She wanted all services provided on the website to be free of charge, so women around the country could get the support they needed with no barriers to entry. Tashman took a bold step and with the support of her husband, Rich, and his company, Stan Tashman & Associates, Pink-Link was born.

Today, Pink-Link has hundreds of members from all over the world. With a concerted communications and marketing effort underway, Pink-Link hopes to have thousands of women signed up by the end of the year. As the database grows, the ability of the site to deliver on its central promise – making a match between women who have or had the same diagnosis – is further realized.

Pink-Link is a free service, generously funded by individual donations.