

Pink-Link

WWW.PINK-LINK.ORG

History: Pink-Link is a non-profit 501(c)3 organization whose mission is to empower women in obtaining a healthy survivorship of breast cancer. Founded in 2005 by Vicki Tashman, www.pink-link.org provides an on-line support service for women consisting of an innovative searchable database where women with breast cancer can connect with other women who have a similar diagnosis. By harnessing the power of the Internet and using a custom-built program which meets the privacy needs of our members, Pink-Link creates an intimate and personal link between patients, survivors, friends and family. The resulting connections give women the knowledge needed to promote life and enhance the quality of living with breast cancer.

While being treated for breast cancer in 2004, Tashman availed herself of various support programs offered in her area. She attended a support group once a week, practiced meditation and kept a journal during her treatment. She was surrounded by caring friends, knowledgeable doctors and a loving family. But, she increasingly felt that something was missing. 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. 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. Tashman took a bold step and with the support of her husband, Rich Tashman, and his company, Stan Tashman and Associates, Pink-Link was born. Pink-Link is a 501(c)3 nonprofit organization.

Current Situation: The website was launched in February 2006 and Tashman has been concentrating on building the site's database. *The success of www.pink-link.org is dependent upon the number of members registered in the Pink-Link community.* In February, she and her husband attended the Young Women with Breast Cancer Conference in Denver and received a very favorable response to the site. In March, they attended the National Consortium of Breast Centers conference in Las Vegas where they collected the names and addresses of breast centers (where women get their mammograms) across the country. Tashman's goal is to have Pink-Link's brochure in all of the breast center waiting rooms all over the country. Building the database is a slow process but Tashman is determined, and knows that Pink-Link will help thousands of women in obtaining a healthy survivorship of breast cancer.

How You Can Help: The easiest – and most effective – way to help Pink-Link is to spread the word! Tell your friends, neighbors and doctors about Pink-Link. Tell your mother, sister and hairdresser! Tell everyone, because the success of our effort relies *entirely* on making sure that every woman who is struggling with a diagnosis or suffering through cancer treatment will know she's not alone. The more people who join, the more abundant our database will be – increasing the chances that each woman will find a match on the site. If you want to help in an even bigger way, you can donate to our outreach effort, which is aiming to spread the word about Pink-Link to women affected by breast cancer.

Measuring Success: Pink-Link maintains a 24/7 presence on the world wide web. Because of this, we are able to help women at anytime and in any locale. Pink-Link's online programs are on going, designed to complement face-to-face support groups and give women an added resource to gain knowledge while being treated for breast cancer. Our success is measured in the connections that are being made between the members of the community and the empowerment that a woman feels when armed with the support of her Pink-Link mentor. We hope that thousands of women join annually and to continue to add value and service to our site so that it provides a wide range of supports to those who access it. We will actively seek feedback and input from our members to ensure that Pink-Link meets the needs of as many women as possible.

Additional Information: If you need more information about Pink-Link, please feel free to contact Vicki Tashman at www.pink-link.org or vtashman@pink-link.org or 310-995-5204.