

**Contact:  
Vicki Tashman  
(310) 995-5204**

## **Powerful New Tool in the Fight Against Breast Cancer**

**Online Community Links Patients with Survivors to  
Empower and Inform their Treatment and Recovery**

*"To know the road ahead, ask someone coming back"\**



February 1, 2007 – Combining high-tech tools and high-touch feel, cancer survivor and activist Vicki Tashman is celebrating the first anniversary of Pink-Link, an online community for women affected by breast cancer. The site provides patients with confidential access to a detailed database of hundreds of cancer survivors, allowing them to communicate directly with someone who's walked in their shoes.

"Pink-Link lets you find someone who had your exact diagnosis, went through precisely the same treatment, or took the particular medicine you're considering. It lets you build a relationship with someone who really understands your situation," Tashman says. "When I was sick, I would have given anything for something like that."

Indeed, Pink-Link comes from Tashman's experience battling ductal and invasive stage 1 cancer as a 44-year-old mother of two. "Every woman who has cancer can provide emotional support to her peers. But only a woman who's got your same type of cancer can really answer your questions or give you a first-hand account about treatment options and side effects. Pink-Link does that."

Doctors and other experts in the cancer community agree that the clinical content gleaned from online research can leave patients feeling informed but alone. Similarly, support groups can be emotionally rewarding but inconsistent as a source of useful information.

With privacy as its utmost concern, Pink-Link has developed a proprietary system which allows members to register and communicate with one another without ever sharing their name, address, email or other contact information.

Tashman's goals for the site are ambitious. "Lots of cancer groups are dedicated to finding the cure. Until that time, I want women who've been diagnosed to have somewhere to turn for support and information that is tailored specifically to their needs," she says. "I'd like *every woman* who's dealing with breast cancer to have a friend online who's survived her exact kind of cancer."

People often praise Tashman for making lemonade when life gave her lemons. "I guess they're right," she says. "It's pink lemonade."

\* from the book, "There's No Place Like Hope," by Vicki Gerard