



For Immediate Release: Public Service Announcement

Breast Cancer Resource Center Presents: PINK WEEK 2020

Santa Barbara, CA (September 29 - October 2, 2020) – On Tuesday, September 29, 2020 The Breast Cancer Resource Center of Santa Barbara (BCRC) will host PINK WEEK 2020 a series of educational webinars and the PINK LOUNGE DINNER SERIES to raise awareness and much needed funds to continue providing essential free services for women and men facing breast cancer in the Santa Barbara community.

PINK WEEK 2020 will coincide with the beginning of October, which is National Breast Cancer Awareness Month, an annual campaign to bring awareness of the disease. On October 1, 2020 Dr. Susan Love, of the Susan Love Foundation for Breast Cancer Research, will present “A message of hope” as PINK WEEK keynote speaker. Additional topics will include “Metastatic and Learning to Thrive”, “The Art of Self-Care” and a session devoted to our Spanish speaking community “Compañeras unidas por la salud de nuestros senos”.

The PINK WEEK 2020 series is organized by the BCRC and presented with the generous support of event sponsors REVITALASH COSMETICS, UNION BANK, FARMERS AND MERCHANTS TRUST COMPANY, SANTA BARBARA WOMEN’S IMAGING CENTER & PUEBLO RADIOLOGY, PACIFIC PLASTIC SURGERY, SANTA BARBARA PLASTIC SURGERY CENTER, SARA YEGIYANTS, MD FACS PLASTIC SURGERY and SOTHEBY’S INTERNATIONAL REALTY name just a few.

Call BCRC for details 805-569-9693, or visit <https://www.bcrccb.org/pinkweek/> for more information and online registration. PINK WEEK 2020 sponsorship opportunities range from \$2500 - \$25000. The PINK LOUNGE DINNER SERIES will offer semi-private, al fresco, chef’s table dinners each evening of PINK WEEK. Dinner reservations start at \$2500 for 2 guests and each dinner has limited seating available.

PINK WEEK 2020 raises funds for the BCRC, a local 501(c)(3) non-profit organization founded in 1997. The BCRC is celebrating 23 years of providing vital and compassionate support to individuals facing breast cancer diagnosis and treatment, or breast health challenges. Currently the BCRC is continuing to provide resources and information virtually and through one on one phone counseling. The BCRC is also connecting clients through Zoom with educational lectures, peer counseling, support groups, and several integrative therapies and wellness programs. All services remain free of charge to clients, which is more important than ever. The BCRC is located at 55 Hitchcock Way, in Santa Barbara and is funded solely through its fundraising events and devoted donor base.

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Breast Cancer Resource Center
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