



FOR IMMEDIATE RELEASE

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**MERGER OF INDIANAPOLIS BREAST CANCER NON-PROFITS FOR
MINORITY COMMUNITY**

June 15, 2021 Indianapolis, IN – Two local non-profits with the common goal to end breast cancer disparities and achieve better breast cancer outcomes for Black women are now merging because they are better together! Pink-4-Ever, Inc. and R.E.D. (Reaching to End Disparities) Alliance is now ***PINK-4-Ever Ending Disparities***. While both organizations have been significant resources for the minority community, this merger will continue to build upon their strengths, support, and impact for breast cancer patients and their families with an elevated, collective purpose and mission.

With Black women in Indianapolis having a 41% higher death rate from breast cancer in comparison to white women, there is a dire need to increase education and provide vital social, educational, clinical, and financial assistance with the goal of saving lives. The merged organization is leveraging existing relationships with Gennesaret Free Clinic; Franciscan St. Francis Health; IU School of Medicine/IU Simon Cancer Center researchers; Purdue University/Regenstrief Institute; and Ignite Achievement Academy, to name a few. With these committed collaborations, ***PINK-4-Ever Ending Disparities*** will create new programs and nurture existing ones including, but not limited to:

- Screening mammography assistance
- Breath Health Advocate Initiative which trains advocates to provide support and connections to resources for women undergoing diagnostic tests and treatment
- Sisters Inspired to Stand (S.I.S) which is the support and empowerment group for breast cancer survivors and caregivers
- Nadine Whitlock Hayes Legacy Fund provides financial assistance to women in treatment and help with the cost of genetic counseling and testing
- Junior Ambassadors Initiative that trains high school and college students to share breast health information and self-advocacy messages with peers
- Faith-Based Initiative partners with predominantly black church congregations to raise breast cancer awareness
- Breast Health Summit convenes patients, caregivers, researchers and health providers to share latest on clinical trials, research, nutrition, and more
- The Power Trip granting patients and their families much needed vacation and respite care

At the heart of this merger is the common thread between Pink-4-Ever president Nadia E. Miller and R.E.D. Alliance executive director Lisa R. Hayes – they are both breast cancer survivors, and in many spaces across the community—faith-based institutions, academia, healthcare, and cancer support organizations—they

are the face of Black breast cancer advocacy and survivorship in Indianapolis. Together, they will lead a dynamic and diverse Board of Directors who are passionate about providing the most comprehensive educational and supportive resources to address breast health needs across the continuum of care for Black women and men, which assists in ending disparities.

For more information about Pink-4-Ever Ending Disparities visit www.pink-4-ever.org

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About PINK-4-Ever Ending Disparities

PINK-4-Ever Ending Disparities is headquartered in Indianapolis, Indiana as a 501c3 education, research, advocacy and empowerment organization specializing in breast health for Black women. It was established in 2021 through the merger of the R.E.D. (Reaching to End Disparities) Alliance and Pink-4-Ever, two organizations with a history of raising awareness and dispelling myths about breast cancer in a supportive environment for the minority community and seeking solutions to eliminate breast cancer disparities for Black women. The organization is governed by an elected Board of Directors with the purpose of removing barriers to breast health services and promoting quality, timely, affordable and culturally sensitive care, leading to better breast cancer outcomes for Black women.