

Shades Of Pink



Our Mission:

To individually and collectively support breast cancer survivors and their families one day at a time



*We believe that we are a place
“Where Breast Cancer Survivors
Celebrate Survival Through Song”
by spreading “A Message of Hope”
while “Individually and Collectively
Supporting Breast Cancer Survivors
and their Families One Day
at a Time.”*

What's in a Name?

The name *Shades of Pink* represents all of the different shades and hues that people around this world come in. *Every 3 minutes a woman is diagnosed with breast cancer.* We know that the number one risk factor is being a woman; therefore, we must continue to educate women about the benefits of early detection. At *Shades of Pink*, we embrace all breast cancer survivors and their families regardless of nationality, age, race, creed or religion. While “pink” is the signature color for the cause we so passionately support daily; we hope that women of all shades will begin to celebrate their survival as members of *Shades of Pink*.



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“Every three minutes a woman is diagnosed with breast cancer” – the American Cancer Society



Shades of Pink

is a non-profit organization (501c3 tax exempt status pending) whose overall mission is to uplift those surviving the disease, remember those lost to the disease, and to promote a positive image of survivorship by changing the “face of breast cancer” to one that is positive.



Our goal is to facilitate contact, interaction, self-awareness, learning, self-expression, communication, support and personal development among breast cancer survivors and the general public; as well as, increase the mammography screening rates among African American women. While

the vision of the Choir is to show breast cancer survivors that there is life after a cancer diagnosis by offering a program that allows them to celebrate their survival through song. In 2007, Shades of Pink will continue to teach women how to “Celebrate Survival” by providing programs that will further support one another before, during and after a breast cancer diagnosis.

*Survivors
Celebrate
Through
Song*

The Choir

is our signature program that was founded in 2003 by Nichole Hancock. The first ever Shades of Pink Breast Cancer Survivors Mass Choir is comprised of over 80 breast cancer survivors from all over North Georgia. Our youngest member is 30, while our eldest member is 75 years young. Under the direction of Vivian Varner the group has been inspiring audiences all over the country for nearly three years.

The Choir has performed for over 85,000 people across the country at over 30 venues since May 2004. The group has traveled to Alabama, Florida, Texas and Washington, D.C. to spread their message of hope. Over the years “Shades of Pink” has opened up for other well known celebrities and organizations such as motivational speaker Les Brown, Roberta Flack, CNN’s 25th Anniversary, T.D. Jakes Mega Fest, gospel harpist Jeff Majors, John H. Harland Pillar Awards, Centers for Disease Control, Sisters By Choice, National Coalition for Cancer Survivorship, American Cancer Society, Atlanta Braves, Atlanta Hawks, as well as numerous hospital and church programs. October 2006 the choir performed the Delta Airlines Halftime Show at the Atlanta Falcons vs. Pittsburgh Steelers in front of a sold out crowd of 72,000.

In 2005, over 1500 people supported the choir at their Annual Benefit Concert with special guest, gospel great Vickie Winans at Woodruff Arts Center—Symphony Hall. During this year the choir was also nominated as Best Gospel Choir by the Gospel Choice Awards and was awarded the Pink Badge of Courage by Dr. Ragsbert F. Phillips & Sisters by Choice.



WANTED!

The Shades of Pink Breast Cancer Survivors Mass Choir is always looking for new members to “Celebrate Survival Through Song.” If you can sing and are a breast cancer survivor we want YOU!

If you are interested in joining the choir please contact us.



Other Programs

If you are not a “natural born singer” there are many other programs that survivors can get involved in to help us spread a “message of hope” to

not only our audiences, but also our communities. In 2007, Shades of Pink will implement a Community Health Advocacy program where survivors will go out in the community and educate others about breast health, Hospitality program and “Image is Everything Beauty Assistance” program. All programs will support survivors and their families. These programs will further assist Shades of Pink in showing families that that they do not have to walk this road alone.

Volunteering for Shades of Pink

Shades of Pink is always searching for dedicated and dependable volunteers who are interested in giving their time to assist us with supporting the choir as well as all other survivors and their families. Volunteers are needed to assist with events and performances, meal preparation and hospitality programs (future activities), and administrative services.

If you are interested in helping SOP support the community please logon to our website.

