



In The Pink

PINK. It's not just a color. It's a reminder.

A Pink Sundial

We come together this evening to celebrate Redding, the Sundial Bridge and Northern California Think Pink.

Both icons began here in Redding and both have added significantly to the Redding culture and identity.

It is only fitting that we should bridge these two icons tonight in this one time event to bring light to our fine city, county and the entire north state.

This is a light that truly says we care.

We care for one another, we care for our city, and we care for our community.

We care enough that we have adopted this bridge as the symbol for our fine city.

Why? Bridges unite, they are the connection of what is divided.

Bridges bring people together rather than separate.

Bridges allow one to leave the past and start again.

Bridges allow one to cross over adversity into safety.

Bridges make long journeys shorter, easier.

Bridges allow exchange of ideas and enrich our culture.

This bridge demonstrates what we can do as a community when we plan together, save together, work together and endure together.

And foremost this bridge unites. Tonight, we unite this great symbol of Redding to a second Redding icon that is

Northern California Think Pink.

At first it may not be obvious, but Think Pink also serves as a powerful bridge.

Like this bridge, it has brought thousands of people together, united with one goal in mind, that is the care for our community, to enhance public awareness of breast cancer and the need for early detection and a greater awareness of the tools and techniques that make early detection possible, when cure is most likely.

Like this bridge, Think Pink allows us to cross over from a point of ignorance into a state of enlightenment, from a point of being at the mercy of the devastating disease to a point where we can begin to fight back.

Think Pink brings us from a point where we feel alone, neglected, abandoned, to a point where we are united together in one common goal, focused on success.

And like this bridge, Think Pink, becomes a point where we can now reach out to other communities, where we as a community can say, look at what we have done, look at what we have accomplished, look at our success.

And with the same effort, the same mission, same philosophy, you too can do the same.

When people ask about Redding, often times they wonder about our parks, and we say we have wonderful/beautiful parks.

They ask if we have museums and we say we have museums.

They ask if we have a

shoreline and we say that we have the most beautiful river running through our town and our town is surrounded by beautiful lakes.

Some might even get desperate and ask, well do you have a bridge?

And from this day forward, we can all say yes, we have two. These bridges are a way of bringing light, not only to our community, to the north state, but to everyone who visits our town, and in that light, I believe it is only fitting that the Sundial Bridge, by design, causes one to gaze upward and look past its highest point to God and heaven.

I want to thank everyone here today for helping us come together in celebration.

I want to especially thank the members of the Redding City Council and our mayor who helped make this event possible.

Certainly, special thanks go to Morpheus Lights for their efforts and accomplishment tonight.

In addition, I want to make a very heartfelt thanks to our president of Northern California Think Pink, Nichole Wilder, and to Kurt Hoffman of Abra Marketing. In addition I need to thank all of the volunteers, workers, board members, committee members of Think Pink and all the businesses here in Redding and Northern California who make Think Pink a success year after year after year, to all of you, Thank You, thank you so much.

God Bless!

Dr. Michael Figueroa



PINK

By Jacob Akana (10 years old, Turtle Bay School)

Pink is the pedal on a rose.

Pink is a pig and his nose.

Pink tastes like yummy bubble gum.

Pink looks like the frosting on a cake, yum, yum.

Pink smells like a flower not a fart.

Pink feels like love from the heart.

Pink fills your body with joy.

Pink is the shirt on a Barbie toy.

Think month boys would usually hunt mink,

But this month they have to Think Pink!

2009 Think Pink Survey Results

In 2009 Nor-Cal Think Pink decided to make a big change in the survey that is put in the Think Pink bags...it went online!

Abra Marketing re-vamped the Nor-Cal Think Pink website to include a module for survey responses. We had a great response and below is some of the useful information we found out:

- We received 1,874 responses.
- 97% of participants were female and 3% were male.
- 29.52% of participants perform monthly self breast exams.
- 57.57% of participants stated that they either have gotten or plan to have an annual mammogram in 2009.
- 51.27% of participants stated that they did not get an annual mammogram in 2008; of those, 46.36% were because of age.
- 22% of participants received their first Think Pink bag in 2009.
- 83% of participants were from Shasta County, 8% from Tehama County, 4% from Trinity County, 3% from Siskiyou County and 3% from "other".
- 62% of participants stated that they will be "very likely" to get their annual mammogram as a result of the Think Pink information received in the bag.
- 88% of participants would like to see Think Pink offer information on other cancers.
- 43% of participants stated that they use the Breast Self Exam Shower Card.

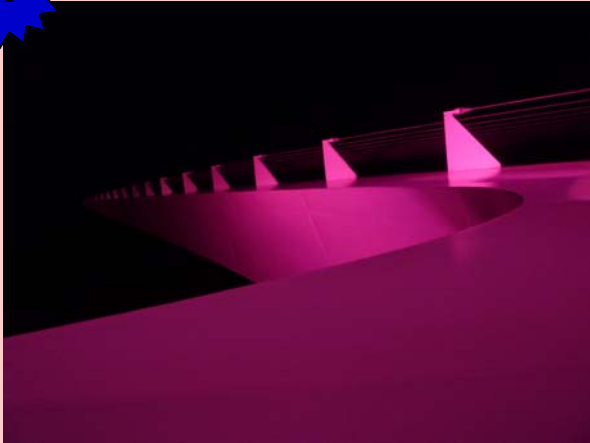
Save the Date!

October 21st Think Pink 2010!

A Pink Sundial Photo Contest

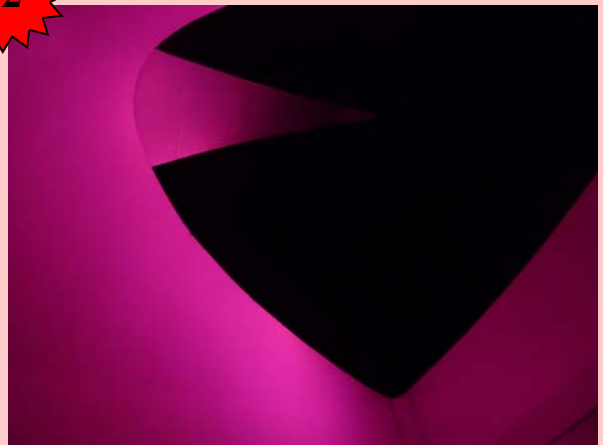
A photo contest was held after Think Pink 2009 encouraging those who visited the Pink Sundial event to upload their pictures and videos to the Think Pink website which was newly revamped thanks to Abra Marketing. Photo contest prizes were graciously donated by Physician's Plan and Carb Essentials and the winners were published in North State Parent Magazine. Below are the winning photos and an honorable mention.

#1



Jennifer Porrazzo

#2

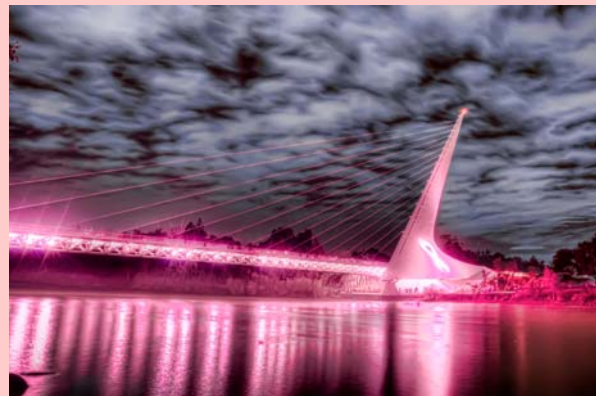


Jennifer Porrazzo

#3

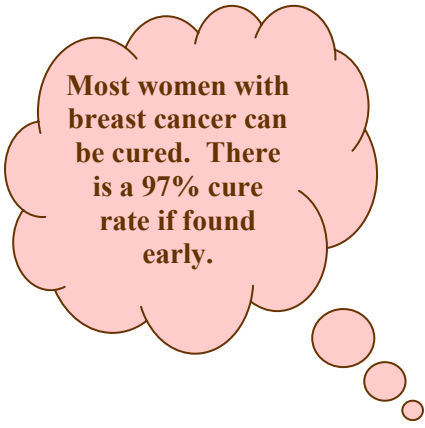


Jennifer Porrazzo



Aaron Patterson

**Most women with breast cancer can be cured.
There is a 97% cure rate if found early.**

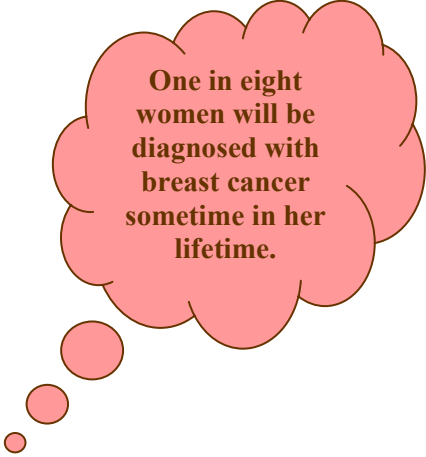


Sponsor Think Pink and Save Lives

Nor-Cal Think Pink began in 1997 with a simple goal; to educate women about the importance of early breast cancer detection. Year after year we have kept the same intention and stayed true to our cause. As Think Pink continues to grow, so does our need for supporters like you! You can help, you can save lives and you can make a difference!

The following sponsorship opportunities are designed to meet all levels of support, if you are interested please call 530-921-9212:

Pink Diamond	\$5000
Pink Topaz	\$3000
Pink Sapphire	\$1000
Pink Quartz	\$500+
Pink Tourmaline	\$100+
Pink Crystal	In Kind



2010 General Meeting Dates

Most meetings are the 3rd Thursday of the month at Lulu's Restaurant in downtown Redding. To RSVP contact Erika Wiechman, Nor-Cal Think Pink Coordinator at 921-9212 or norcalthinkpink@gmail.com.

April 21st, May 20th, June 17th, July 15th, August 19th and September 16th
Wrap-up Meeting November 18th

Board of Directors

Nor-Cal Think Pink takes a diverse group to make up the Board of Directors. Each board member brings his or her own unique perspective to Think Pink.

The Board of Directors is entrusted to safeguard the mission of Nor-Cal Think Pink. Please meet the members:

Nichole Wilder, President

Pamala Valentine, MSN, FNP-BS, CHLM, Vice President

Caryn Blais, Secretary

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Fred Weil, Attorney at Law

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In The Pink is published by the volunteers of Nor-Cal Think Pink, a non-profit, 501(c)(3) organization dedicated to breast cancer awareness through education and early detection.