



February 1, 2020

Dear Friends,

In November of 2018, Project Pink was a group established in Kearney, Nebraska with the goal of raising funds for those diagnosed and undergoing breast cancer treatment. In late 2019, we were contacted by a related group out of Omaha, Project Pink'd regarding the use of our name and our fundraising efforts. Ultimately, we were told to cease and desist the utilization of our group with the name "Project Pink." After a year of growth, fundraising, and dedication our group has expanded and developed beyond measure. It is now time to roll out a new name with a trademark of our own in an effort continue to build our own foundation and what we hope to become in this area.

We introduce you to "Forever Pink Foundation." We are the same organization focused on helping those diagnosed with breast cancer and raising funds to support those undergoing treatment in various ways. Forever Pink Foundation is committed to bringing financial peace to those undergoing cancer treatment. Our goal is to raise awareness, knowledge and funds to support those right here in our own community and surrounding areas. We are excited about our growth and efforts and look forward to serving those in need for many years to come. We are dedicated to bring knowledge and awareness to Kearney and the surrounding areas.

We would like to invite you to join us in supporting Forever Pink Foundation on an annual basis. Our mission is to positively impact Kearney and the surrounding communities by providing focus, support and resources needed to financially and emotionally assist those battling breast cancer.

In the United States about 1 in 8 women will develop invasive breast cancer. In women, about 85% of breast cancers occur in women who have no family history of breast cancer. Approximately 276,480 new cases of invasive breast cancer were expected to be diagnosed in 2020, along with the 48,530 new cases of non-invasive breast cancer. Breast cancer does not just affect females. In 2020, about 2,620 men will be diagnosed with invasive breast cancer. These are your Mothers, Fathers, Sisters, Brothers, Daughters, Sons and Friends.

The Board of Directors are excited you to the upcoming events:

- 04.01.2020 Breast Cancer Ain't No Joke April Fool's Day Happy Hour
- 06.18.2020 Cards for a Cure Poker Night
- 10.03.2020 Get Tee'd Off At Breast Cancer Golf Tournament
- 10.tbd.2020 S.O.S. Walk—Steps Of Support for Breast Cancer

Feel free to call me with any questions you may have. Thank you again for supporting Forever Pink Foundation and the fight against breast cancer.

In the fight,

Forever Pink Foundation Board of Directors

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