



THURSDAY, FEBRUARY 26, 2009

## Charitable Peachy: The Pink Agenda



Founded by Marisa Lee, The Pink Agenda hosted an evening last night, February 25 called The Great Distraction at the Eldridge.

### The Backstory

The Pink Agenda (TPA), formerly known as Saving Second Base, is an organization of young [professionals](#) committed to raising money for The [Breast Cancer Research Foundation \(BCRF\)](#) and Susan G. Komen for the Cure, the country's most effective and efficient breast [cancer research](#) and direct [care](#) service organizations. They hope that their efforts will not only expedite the eventual discovery of a [cure for the disease](#), but that the awareness they raise among those in our generation will result in earlier detection, as well as knowledge of where to go for support and resources if ever faced with a breast cancer [diagnosis](#).

### In a League of its Own

For all of the strides that have been made in the fight against breast cancer, young professionals have remained largely unengaged and underutilized in the search for a cure, and The Pink Agenda is endeavoring to change that.

\* According to BCRF and Komen for the Cure, TPA is the only organization in the United States with this specific mission.

\* TPA's Board of Directors, which includes young professionals who have graduated from the country's most elite institutions and are employed by some of the nation's most prestigious companies, is uniquely positioned to engage an entirely new generation in this effort.

\* BCRF and Komen for the Cure recognize the power that their organizations have to encourage our peers to do well by doing good and are leading supporters of our efforts.

If you are interested in getting involved, contact [info@thepinkagenda.org](mailto:info@thepinkagenda.org)

POSTED BY PEACHY DEEGAN AT 8:10 AM

LABELS: CHARITABLE PEACHY

0 COMMENTS:



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