

Pink is Crazy **Beautiful!**



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Photography provided by Cris Collinsworth ProScan Fund

It's one of Greater Cincinnati's largest afternoon fundraisers.

And with multi-platinum pop artist Andy Grammer headlining the 17th Annual Pink Ribbon Luncheon on Wednesday, Oct. 3, in the Duke Energy Convention Center Grand Ballroom, it's sure to be another magnificent event. Hosted by the Cris Collinsworth ProScan Fund (CCPF), the luncheon and its proceeds support the many Pink Ribbon Programs so integral to providing compassionate care, pro-active breast health education and support for area women diagnosed with breast cancer.

The theme of this year's sold-out luncheon, "Pink is Crazy Beautiful!", was inspired by one of Grammer's hits, "Crazy Beautiful," notes Maggie McCluskey, CCPF executive director. Grammer is a huge proponent of raising breast cancer awareness and the importance of early detection since he lost his mother, Kathy Grammer, to breast cancer several years ago.

Grammer's debut album featured the platinum singles "Keep Your Head Up" and "Fine by Me." His second album



featured triple platinum hit "Honey, I'm Good," which was one of the bestselling songs of 2015. Andy's third full length album, *The Good Parts*, was released December 1, 2017. The record includes his global smash hit single, "Fresh Eyes," which has become a streaming phenomenon with over 350 million total streams; the catchy summer jam featuring LunchMoney Lewis, "Give Love" (inspired by memories of his late mother); and his latest hit single, "Smoke Clears."

His catchy, uplifting music will be sure to inspire the 1,600 Pink Ribbon Luncheon attendees with the joy and optimism the event is known for.

"The Pink Ribbon Luncheon is a day we hope everyone can put their worries aside for a moment, smile and have fun," McCluskey notes. "But we never want to lose sight of the cause. The Pink Ribbon sponsors have made it possible for the Pink Ribbon programs to grow and serve more people in our community."

The Harold C. Schott Foundation, and trustees Tom and Frances Hiltz, have been instrumental in raising the bar for breast health in Greater Cincinnati, and they are this year's

presenting sponsor. Their continued support helped CCPF build a new free-standing Pink Ribbon Center in Tri-County, expand the Mammogram Match Program, and create the Pink Ribbon Breast MRI Program.

Joining this year's Pink Ribbon Luncheon as the Platinum Album Sponsor is the Albach, Wells & Dauer Group at Morgan Stanley.

"It is a tremendous privilege to support a day that celebrates breast cancer survivors and a community of love and support," says Brian Albach, executive director. "The Cris Collinsworth ProScan Fund has empowered women through education and provided compassionate care. It is with hope and joy that the Albach, Wells & Dauer Group lends its financial support and looks forward to a spectacular event."

Honorary Chairs for this year's Pink Ribbon Luncheon are Dr. Robert and Julie Heidt. Robert is an orthopedic physician at Wellington Orthopaedic and a member of the American Orthopaedic Association, the oldest and most prestigious orthopaedic association in the world. He has served as team physician for the Cincinnati Bengals and St. Xavier High School. Julie, having served on the boards of the Scripps Howard Foundation, the Lindner Center of Hope, and the USO Metro Cincinnati, among many others, has made a lasting impact across the city. Her tireless volunteer work includes the Bethany House, Kenzie's Closet, and Cincinnati Children's Hospital, to name a few. Together, the Heids are pillars of the community and have made generous contributions to CCPF and countless other organizations.

Thanks to the generosity of community businesses, the Pink Ribbon Luncheon offers both a live and silent auction each year, featuring items ranging from gift shop baskets, dinners at local restaurants and play tickets to puppy dogs and tickets to see a live taping of The Voice.

"What I love most is the spirit of friendship and love that permeates the ballroom," says Cris Collinsworth, CCPF Board member and Pink Ribbon Luncheon emcee.

Cris Collinsworth ProScan Fund is located at 5400 Kennedy Ave., Cincinnati, OH 45213. For more information, call 513.924.5038, email ccpfevents@proscan.com or visit www.ccpf.proscan.com.



KNOWLEDGE, SERVICES & HOPE

The **Pink Ribbon Programs** funded through CCPF include:

BREAST MRI PROGRAM

- Provides funding for Breast MRI
- Educates patients on breast density
- Dedicated to improving detection in dense-breasted patients.

PINK RIBBON CENTERS

- Provide mammography, breast biopsy, DXA, cyst aspiration, and ultrasound
- Located in Madisonville, Tri-County and Over the Rhine (OTR)
- Services received at the Pink Ribbon Centers support the Pink Ribbon Programs

MAMMOGRAM MATCH

- Offers mammograms and other breast health services at no cost to patients who qualify
- Services provided at the Pink Ribbon Centers

CRUISIN' FOR A CURE

- Provides complimentary transportation to and from appointments at the Pink Ribbon Centers
- Removes transportation as a common barrier to receiving breast health services

PINK RIBBON BAG

- A gift of educational materials and comfort items sent to newly-diagnosed breast cancer patients
- Brings hope to patients as they begin their healing journeys
- Distributed nationwide

SURVIVOR CIRCLE

- Connects newly-diagnosed breast cancer patients with survivors

Pink Ribbon Empowerment Program (PREP)

- Educates the community on the importance of breast health
- Builds awareness of the programs available for breast health and screening.