

THE PINK FUND
PRESENTS DANCING WITH THE SURVIVORS



FRED ASTAIRE
FRANCHISED DANCE STUDIOS

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**CLOSE FRIENDS AND BREAST CANCER SURVIVORS, ROZ FANTICH AND SHERI MARK,
TO SUPPORT THE PINK FUND'S "DANCING WITH THE SURVIVORS" EVENT**

Special Dance Party to Raise Funds for Breast Cancer Patients in Active Treatment

(BLOOMFIELD HILLS, MI) September XX, 2013 – Tikkun Olam, the idea of "repairing the world" through social action and community service and most important of all, having a strong desire to help others, is very important to our (Jewish) faith. It is also key to how close friends and breast cancer survivors, Roz Fantich and Sheri Mark, live their lives. Their cancer journeys not only brought these extraordinary women together, but they stay together because of their common love and respect for what they do for others. They share common bonds, but their mutual admiration for what they do for others is an extremely strong bond.

West Bloomfield resident and community volunteer, Roz Fantich, doesn't wear her cancer on her sleeve. After raising her children, Roz was drawn to be a hospice volunteer, which became her true passion in life. At the time of her diagnosis in 2000, Roz was caring for a hospice patient who would eventually lose her battle with cancer. While going through treatment, Roz's goal was to get back to hospice. Her return as a hospice volunteer, caring for a man with ALS, helped get her through her cancer journey.

Roz also volunteers for ALS organizations, the Committee for Stem Cell Research, the For A Day Foundation, Imerman's Angels and North Star Reach, to name a few.

Recognized as a "Hometown Hero" for outstanding volunteer service to the Oakland County community, Roz says she has been extremely and uniquely fortunate to learn one of life's important lessons: how good it feels to give and to help others. As such, she lives her life by one of her favorite quotes, which comes from renowned author, Maya Angelou, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

2 / Close Friends and Breast Cancer Survivors Support “Dancing wit the Survivors”

Sheri Mark, Bloomfield Village resident, nurse, attorney, wife, mother and grandmother of six, is a six-year breast cancer survivor, having been diagnosed in 2007. Despite six surgeries, a MRSA infection, chemotherapy, radiation and five years of Tamoxifen, Sheri maintains her good health through exercise and eating right. She does not let her breast cancer journey define her. Sheri has volunteered and been on the boards of many non-profit organizations, including Planned Parenthood of SE MI, ALS Association of MI, Comfort Bears for Kids and Michigan Citizens for Stem Cell Research and Cures. She is currently the Board Chair of North Star Reach, a 501(c)3 non-profit that is building a camp for children with serious health challenges on 105 acres surrounded by three lakes in Pinckney, MI. All of the children and their families will attend North Star Reach camp free of charge. North Star Reach is a provisional member camp of the Serious Fun Children's Network of camps started by Paul Newman in 1988 (formerly the Association of Hole in the Wall Camps). Please visit www.northstarreach.org for more information about camp. Sheri is a 2013 recipient of the Art Van Million Dollar Charity Challenge Award of Hope. Sheri's greatest achievements are growing a healthy family with her husband, Dr. Abe Slaim and her charity work. Sheri feels it's important to give back every day.

Sheri and Roz met when Sheri's first cousin, Steve Katz, was dying of ALS. Roz was Steve's hospice volunteer. Roz also helped take care of Sheri's stepfather when he was dying of ALS, and Sheri's mother-in-law and Sheri's grandmother when they were dying. Roz also took care of Sheri when she was going through her breast cancer journey. Sheri and Roz became very close friends and remain so today.

“For me it is an incredibly enlightening feeling to be friends with someone who shares the wonderful spirit of giving,” says Ms. Fantich.

On September 26, 2013, just five days before the start of National Breast Cancer Awareness Month, The Pink Fund will team up with Fred Astaire Dance Studio Bloomfield Hills at Art Van Furniture in Warren for a very special dance party – **“Dancing with the Survivors.”** Ms. Fantich and Ms. Mark, along with their Fred Astaire dance partners, will showcase their ballroom dance moves to help raise funds that will help provide non-medical financial assistance to Michigan breast cancer patients in active treatment.

“Everyone is aware of breast cancer,” says Molly MacDonald, Founder and CEO of The Pink Fund. “What they aren't aware of is that while fighting for their lives, many breast cancer patients in active treatment lose their livelihoods. Unable to work, patients often face catastrophic financial losses.”

3 / Close Friends and Breast Cancer Survivors Support “Dancing wit the Survivors”

Why (and what) these friends are dancing

While both are fortunate they didn't have to seek financial assistance to pay bills while undergoing treatment for breast cancer, Roz and Sheri are fully aware of others who do face financial hardships because they aren't able to work. As such, they are both avid supporters of The Pink Fund.

As Roz puts it, “Breast cancer research is extremely important, but there is also an overwhelming need of funds to provide financial assistance to breast cancer patients in active treatment.” She'll support the cause and dance the Cha Cha with a little Hustle. “It's fun and upbeat,” says Roz. “And as a breast cancer survivor, that's exactly how I define myself – fun and upbeat!”

“The most important reason I am dancing is to help raise awareness and money for The Pink Fund so that more women going through breast cancer treatment can get much needed help with their bills,” Sheri says. “Also, dancing is so much fun, is great exercise and helps maintain great spirits.” Sheri will perform a West Coast Swing and Samba, both fun and sexy dances.

MacDonald also says, “Treatment is just the beginning of overcoming the disease, with effects that can linger for years, including body image issues and loss of intimacy. Dancing can play an important role in the life of a survivor. It helps them and their partners reclaim some of that intimacy, and it helps take their minds off their health issues.”

Evan Mountain, who owns Fred Astaire Dance Studio of Bloomfield Hills with his wife Lada, whose mother is a breast cancer survivor, says, “Studies have shown that dance helps survivors feel good about themselves. The simple act of learning a dance move can help one feel attractive and graceful, and it allows survivors to forget about cancer and instead focus on other aspects of their lives.”

In addition to the “Dancing with the Survivors” Showcase, the evening will also feature entertainment from the Royce & Jenn Band and open dancing to tunes from DJ Mike Anthony. Guests will also be able to sample food from 2 Unique, Garden Fresh, Just Baked, Matt Prentice, Peteet's Famous Cheesecakes, Sahara and Treat Dreams. The Coffee Beanery will serve samples of the Limited Time Offer specially flavored coffees - Strawberry Cheesecake, Red Velvet Cupcake, Black Forest Cake and Birthday Cake, and there will be wine from Lucy Wines.

Tickets, \$100 each, are available for purchase at www.thepinkfund.org.

4 / Close Friends and Breast Cancer Survivors Support “Dancing wit the Survivors”

About Fred Astaire Dance Studio of Bloomfield Hills

Fred Astaire Dance Studio of Bloomfield Hills is the largest ballroom dance studio in the state of Michigan. Opened in 2006 by Lada and Evan Mountain, the studio is part of a nationwide franchise that requires daily training for its teachers, who are dedicated to teaching dance full-time. The studio's mission is to enrich lives by building confidence, connection and community through ballroom dance. Private lessons, group lessons and dance parties are open to the public, featuring students ranging in age from teens to retirees and seniors. Learn more at www.fredastaireofbloomfieldhills.com. The studio is located at 2172 Franklin Road, Bloomfield Hills, MI 48302, (248) 454-1715.

About The Pink Fund

The Pink Fund, founded in 2006 by breast cancer survivor, Molly MacDonald, who experienced this herself, provides individuals in active treatment with up to 90 days of financial assistance to cover non-medical expenses, such as health insurance premiums, housing, transportation and utilities. The Pink Fund helps to meet basic needs and decrease stress levels, helping breast cancer patients strengthen their fight to improve survivorship outcomes and quality of life. Visit www.thepinkfund.org to learn more.

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