

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Caponigro / (810) 624-5550
steph.caponigro@yahoo.com



**MOLLY MACDONALD, FOUNDER AND CEO OF THE PINK FUND®,
SELECTED AS PINK POWER MOM™ 2013 HONOREE**

BEVERLY HILLS, MI (October 14, 2013) – Molly MacDonald, founder and CEO of The Pink Fund®, breast cancer survivor and Beverly Hills resident, has been named as a 2013 Pink Power Mom by the Pink Power Mom program. MacDonald joins seven other women who were selected for persevering through their battles with breast cancer and for their continuous inspiration to their family, friends and other survivors.

Ms. MacDonald has been awarded due to her creation of The Pink Fund, a financial resource for women during breast cancer treatments.

MacDonald, diagnosed as a young mother of five, was surprised by the financial burden that accompanies many with breast cancer. Her experience has fueled her passion to help as many others as possible. The Pink Fund, the charity she founded, provides short term financial assistance and the philosophy that states "Dress up, show up, speak up and leave a legacy of love." Now healthy, MacDonald has extended her compassion to community organizations such as Gleaners Food Bank, Michigan Cancer Coalition and is a board member of the Breast Cancer and Cervical Cancer Prevention Program.

MacDonald will be honored with all of the 2013 Pink Power Moms during the Pink & Powerful weekend celebration in Atlanta, hosted by Kids II, in February 2014. For more information, visit pinkpowermom.org.

About The Pink Fund®

While fighting for their lives, many breast cancer patients in active treatment lose their livelihoods. Unable to work, patients often face catastrophic financial losses. 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. For more information, visit www.thepinkfund.org.

About Pink Power Mom™

Pink Power Mom 2013 submissions hit milestones from new states and demographics from across the nation. These eight women stood out among nearly 300 nominees for their dedication, commitment and individual efforts in the fight against breast cancer. The Pink Power Mom network continues to seek new individuals each year to add to the compassionate strength of this team of women.

About Kids II

Kids II designs, markets and distributes more than 400 unique infant and baby products under its seven brands. The brand portfolio strength runs deep under the Kids II umbrella, which includes its signature brands Bright Starts™, Ingenuity™ and Comfort & Harmony™, as well as licenses to design and manufacture products under the Disney™, Baby Einstein™, Oball™ and Taggies™ brands.

Headquartered in Atlanta, Kids II has been become one of the world fastest growing baby product companies since its inception in 1962. For more information visit www.kidsii.com.

###