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## ALL SHADES OF PINK HOLDS INAUGURAL RECEPTION

On Wednesday evening, February 13, 2008, the newly formed Maryland non-profit organization, **All Shades of Pink (ASOP)** held its Inaugural Reception at the offices of Alston & Bird. Although a rainy and very cold night, the reception was quite warm and welcoming. Founder **Denice Whalen-White** and board members **Phyllis Slade Martin** and **Lynn Taylor Moore** welcomed all able to brave the elements.



Denice Whalen-White opened the evening by providing a hearty and warm welcoming. Rev. Tina Flowers provided a beautiful and heart-felt invocation to the organization's mission of providing help to breast cancer families and to its leadership in providing assistance that is greatly needed in the community. Ms. Whalen-White proceeded to introduce her officers and board members. Ms. Phyllis Slade Martin in the Vice President of the organization and Director of Programs overseeing all events and signature programs ASOP has to offer. Ms. Lynn Taylor Moore is the Director of Finance and Controller of the organization and will manage all aspects of finance with respect to donations, fundraising and general administration of income and expenses.

Ms. Slade Martin provided information on the organization's first annual P.I.N.K. Tea and Silent Auction which will be held on Saturday, April 26 at the Camelot of Upper Marlboro. She encouraged everyone to purchase their tickets early and consider taking an ad in the event's program brochure. All proceeds from this event will benefit this Emergency Assistance Fund. Ms. Taylor-Moore congratulated Denice on her vision and passion for launching such an endeavor and is confident that only good things will be forthcoming for the organization and the community at large.

A wonderful spread was provided for the guests and a slide presentation played gently in the background outlining ASOP's mission, three primary programs (Comfort Blankets, Emergency Assistance Program and Kids Night Out) and ways one can help **All Shades of Pink**. **Jon Fee**, Pro Bono chair at Alston & Bird, also complimented Denice on the wonderful work she has done in the past for the firm in working with various organizations that Alston & Bird has partnered with in the community. He noted her recent recognition by the firm as the *2006 Pro Bono Staff Member of the Year* and in the community as a *2007 Daily Point of Light* honoree by the Points of Light Foundation.



Attendees received pink folders containing information detailing more about All Shades of Pink and a gift of a pink ASOP luggage tag. Comfort Blankets that will be given to patients after their breast cancer surgeries were on display. ASOP expects to partner with Doctors Community Hospital shortly to launch this program.

**All Shades of Pink** is a Maryland non-profit organization founded in September 2007. Their mission is to assist women (and their families) diagnosed with breast cancer with resource referrals, non-medical advice and/or emergency financial assistance during their treatment periods. Ms. Whalen-White believes that through “small acts of kindness, a difference can be made in the lives of breast cancer families.”

To find out more about **All Shades of Pink** and their programs please visit [www.allshadesofpink.org](http://www.allshadesofpink.org).

