

**FOR IMMEDIATE RELEASE**



**Contact:** Denice Whalen-White  
All Shades of Pink Incorporated  
301.356.4688

**All Shades of Pink Receives Grant from Prince George's County Executive Office for Their Youth Awareness Coloring Book Program**

**Glenn Dale, Maryland (August 26, 2009)** — All Shades of Pink today announced receipt of a grant from Jack B. Johnson, County Executive for Prince George's County in recognition of its efforts in helping families fight breast cancer. This grant will assist the organization in its efforts to provide a youth awareness coloring book, *It's Okay to Jump!*, authored by Founder Denice Whalen-White and illustrated by breast cancer survivor Sallie Seese. The coloring book will be provided to newly diagnosed breast cancer patients to facilitate a stress-free dialogue between patient and/or caregiver and their young children regarding breast cancer in a non-frightening manner.

Whalen-White was most excited about receiving this particular grant, the first of what she hopes will be many, to help address an area of concern that is overlooked for breast cancer families --- how children should be told. Whalen-White stated that "Often times, many breast cancer patients and caregivers elect to not inform young children of the illness, believing the children too young to notice or grasp the effects of the disease. This coloring book will be a useful tool for parents to open discussion with children 12 and under as to the effects of breast cancer on their loved one, as well as offer children ways that they can be caregivers too during mom's journey back to good health."

Johnson in his letter to the organization stated "Many citizens and residents benefit from services which are provided in the County by our valued non-profit companies and agencies doing work in the community. The hard work and dedication your staff members provide is wonderful for everyone and a true testament to the levels of progress we can achieve through cooperative efforts."

-more-

Copies of the coloring book will be made available free of charge to area hospitals in the county as well as healthcare facilities, practitioners and individual breast cancer families via their website -- [www.allshadesofpink.org](http://www.allshadesofpink.org).

### **About All Shades of Pink**

All Shades of Pink is a Maryland non-profit 501(c)3 corporation founded in the summer of 2007. The mission of All Shades of Pink 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 period. All Shades of Pink seeks to provide assistance to address physical, emotional or financial stresses these families may experience while battling breast cancer. In the past two years, the organization has provided "small acts of kindness" to over 300 families through their Comfort Blanket Program, Utility Assistance Fund and the Youth Awareness Program.

Earlier this year All Shades of Pink was honored as a recipient of the 2009 Maryland Governor's Service & Volunteer Award and the 2009 Prince George's Volunteer Center Group Award. For more information regarding All Shades of Pink visit their website at [www.allshadesofpink.org](http://www.allshadesofpink.org) or email them at [info@allshadesofpink.org](mailto:info@allshadesofpink.org).

-00000-