

FOR IMMEDIATE RELEASE



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All Shades of Pink Receives Grant from Wal-Mart Foundation

Glenn Dale, Maryland (October 26, 2009) — All Shades of Pink today announced receipt of a \$1500 grant from the Wal-Mart Foundation in recognition of its efforts in helping families fight breast cancer. This grant will assist the organization in its efforts to provide direct services to families battling breast cancer. Through their Pink Signature Initiatives, All Shades of Pink has provided over 370 Comfort Blankets to area hospitals such as Doctors Community Hospital, Providence Hospital and Washington Adventist Hospital. With their Utility Assistance Program they have helped a dozen families keep their utilities on in Prince George's County and the surrounding area. Their youth awareness coloring book is helping families with young children explain to their children the anticipated changes that will occur in their loved one's journey with the disease.

Denice Whalen-White, Founder and President of All Shades of Pink, was overwhelmed when she received the call on Friday, October 16 from Community Involvement Coordinator Connie Fuller regarding the grant from the Wal-Mart Foundation. On Monday, October 19, Ms. Tasha Williams, Store Manager of the Bowie Wal-Mart facility, presented Whalen-White with the \$1500 check at the store. Williams informed Whalen-White that on behalf of Wal-Mart she was happy to present this check to support the wonderful work they are doing in the community. She asked Whalen-White to let her know if their employees can be of help through volunteer efforts in the future.

About All Shades of Pink

All Shades of Pink is a Maryland non-profit 501(c)3 corporation founded in 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 the 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 400 families through their various Pink Initiative Programs.

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 or email them at info@allshadesofpink.org.

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