

The Pink Light District for Breast Cancer Awareness

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Scottsdale's Pink Light District is back yet again, creating the perfect opportunity to honor any brave woman—a mother, grandmother, friend or relative—who has suffered from breast cancer.



The local fundraiser is offering up the chance to purchase an Arizona Institute for Breast Health Pink Honor Light, for the purpose of supporting the breast cancer cause and paying homage to someone special who is affiliated with the disease. Thousands of pink lights will be illuminated on the Canal Bridge, which links the Scottsdale Waterfront to Southbridge in downtown Scottsdale, throughout the entire month of October to commemorate Breast Cancer Awareness Month.

The Arizona Institute for Breast Health is a local nonprofit organization—comprised of health professionals—that offers women the best possible information and education opportunities to learn about breast cancer, in addition to providing a free second opinion on her diagnosis. After many successful years running, AIBH is hosting the Pink Light District in downtown Scottsdale yet again. Between now and Oct. 31, you may purchase up to 10 pink light bulbs at one time to support the breast cancer cause. On Oct. 1, you will begin to see the project in action, as AIBH hosts the VIP Lighting Ceremony at Scottsdale's Olive & Ivy.



Not sure who to honor with a Pink Honor Light? On their Web site, AIBH suggests purchasing a pink light bulb for anyone who has survived breast cancer, in memory of a breast cancer victim, to recognize someone special in your doctor's office, or even as a special thank you to a certain supporter.

In addition to purchasing a pink light bulb, AIBH also offers the opportunity to purchase individual and/or corporate sponsorships. Individual sponsorships start at \$500 and include two tickets to the VIP Lighting Ceremony on Oct. 1. Corporate sponsorships start at \$1,000, and also include two tickets to the lighting ceremony. On top of the event tickets, further benefits for all levels of individual and corporate sponsorships apply.



If you think someone you know deserves to be recognized individually—either for their contribution to the cause in some way or even a brave survivor that you know—enter them in the Pink Light Award contest. Simply submit their name and information, in addition to a short description as to why they deserve the award. All applicants must be entered by Sept. 15—the winner will have the honor of flipping the switch to turn on the thousands of Pink Honor Lights at the VIP Lighting Ceremony.

Individual Pink Honor Lights are \$25 and can be purchased on the AIBH Web site. All of the proceeds from the Pink Light District fundraiser will go toward AIBH and women who are currently dealing with a breast cancer diagnosis. All gifts are 100 percent tax deductible as well, and you will receive a receipt of purchase for your records. For more information or to make a contribution, visit www.AIBH.org.