

# MEMORIAL HERMANN®

## IN THE *Pink* OF HEALTH

### 21 Years of Fighting Cancer

Cancer is the leading cause of premature death in the U.S. working-age population (ages 20-65 years). Almost 1 in 5 cancers is caused by excess body weight, alcohol consumption, poor diet, and a sedentary lifestyle. Prevention and early detection are key. The American Cancer Society recommends:

1. Tobacco prevention and cessation
2. Eliminating or limiting alcohol consumption
3. A healthy, balanced diet
4. Regular physical activity
5. Physical activity and cancer screening and prevention



### Mission Statement

Memorial Hermann In the Pink of Health is a group of inspired women who change lives by raising funds to reduce the incidence of breast and ovarian cancer, and to assist survivors in their journeys.



### A Cancelled Event Didn't Stop the Cause

Our In the Pink of Health committee was more committed than ever to have a live event in 2021 after having a virtual event in 2020, where In the Pink of Health supporters joined in "A Porch Affair" to celebrate safely in their homes. Fast forward to 2021, and due to the outbreak of the COVID-19 delta variant, the In the Pink of Health luncheon and Premier Party were cancelled in late September 2021. As a result, In the Pink of Health leadership sprang into action contacting sponsors to inform them of the decision and asking for their continued support. The response was a resounding "yes" and because of the generosity of our sponsors, In the Pink of

Health was able to distribute \$500,000 in January 2022 to our charity partners.

In its 21-year history, In the Pink of Health has invested \$7.6 million into our community. Funds support state of the art technology at the Memorial Hermann Breast Care Center, prevention initiatives, community outreach and education, free mammograms for underserved women and ongoing generous support to the Canopy Cancer Survivorship Center at Memorial Hermann The Woodlands Medical Center campus.

In 2022, there will be  
**1.9 million**  
new cancer cases

**609,360**  
deaths

**1,670**  
deaths per day

**19,880**  
new diagnosed cases  
of ovarian cancer, of which

**12,550**  
patients will not survive

**Ovarian cancer**  
is the fifth-leading cause of  
cancer deaths in women.

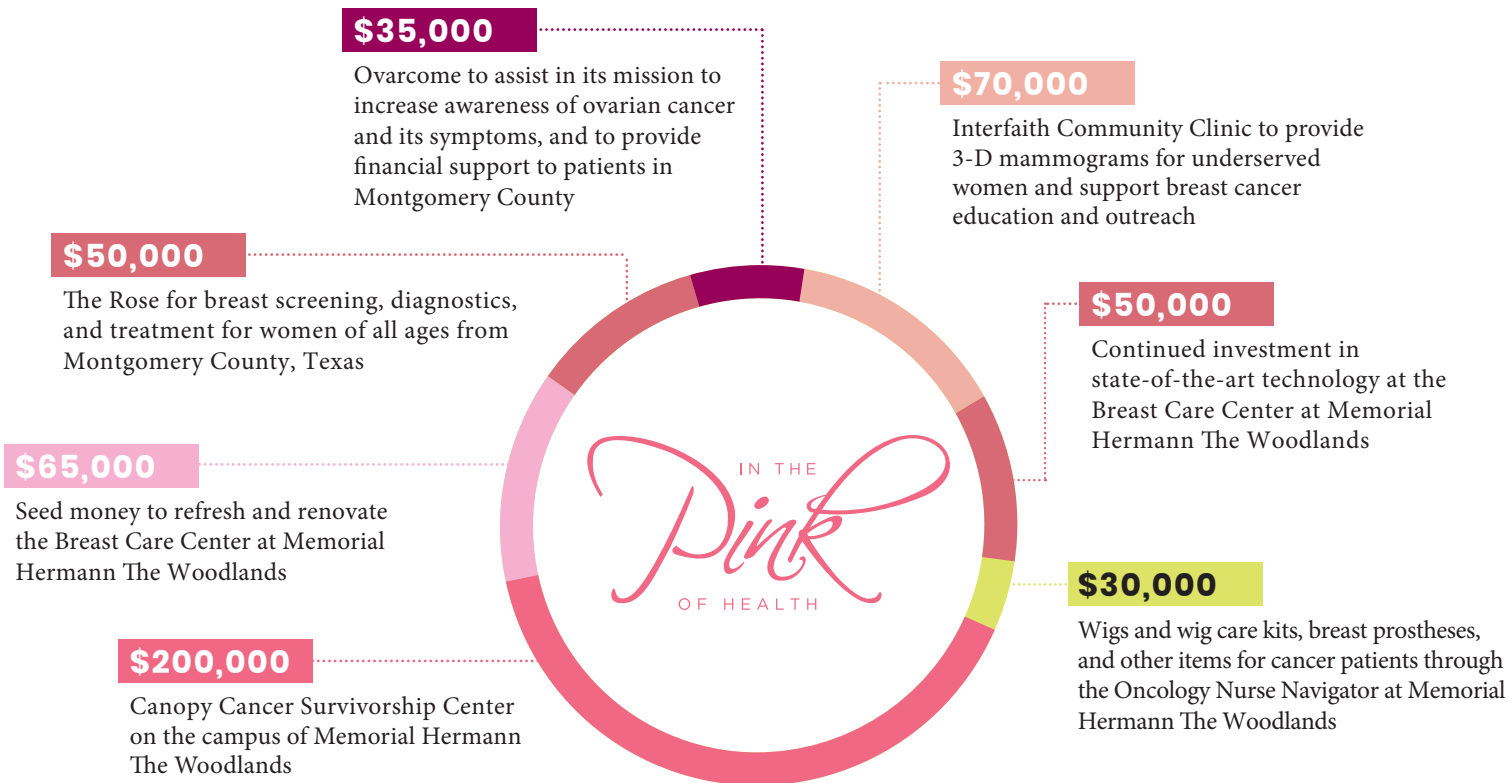
In 2022, there will be  
**290,560**  
new cases of breast cancer:

**287,850**  
new cases in women

**2,710**  
new cases in men

**1 in 8**  
women will be  
diagnosed with  
**breast cancer**

\*American Cancer Society Facts and Figures 2022



## 2021 Highlights

- Richie's Specialty Pharmacy returned as Presenting Sponsor of the event.
- A generous donor continued her elevated support for the event.
- Luxury Sponsor Makeup Junkie Bags hosted a "give back" event at their retail location and donated \$7,850 to In the Pink of Health.
- Luxury Automotive Sponsor Northside Imports held a "give back" event and raised nearly \$3,000 for In the Pink of Health.
- Robichau's Jewelers, Top Coat Nail Salon, J. McLaughlin, Kendra Scott and other local businesses held Pink Pals events to raise money to support the In the Pink of Health mission.
- Our Pink Pals committee hosted its first-ever Pickleball event and individual committee members hosted their own events to raise funds for In the Pink of Health.
- The Houston Dynamo and Houston Dash Youth Soccer Club raised \$10,000 for In the Pink of Health by selling pink T-shirts to promote breast cancer awareness.



## You Won't Want to Miss Out in 2022!

JOIN US for our 22nd Annual In the Pink of Health Luncheon October 14, 2022, at The Woodlands Waterway Marriott.

For sponsorship information, please visit [inthepinkofhealth.org](https://inthepinkofhealth.org) or email [inthepink@memorialhermann.org](mailto:inthepink@memorialhermann.org).

**MEMORIAL HERMANN**  
The Woodlands  
Medical Center