



About Project Pink, Inc.

Project Pink, Inc. Mission is threefold: to grant wishes to those living with Stage IV breast cancer, to provide college scholarships to children who lost a parent to breast cancer, and to educate young women about breast health for the purpose of preventing metastatic disease.

Project Pink, Inc., a Virginia 501(c)3 nonprofit corporation, was founded in 2011 with the goal of providing something new to the pink ribbon world. Our *for-impact* style is dedicated to giving joy, opening minds, changing lives, and ultimately saving lives. Each year, breast cancer charities raise a tremendous amount of money in the name of research and development in the fight to cure cancer. While we applaud their efforts, we also seek to differentiate ourselves by addressing some of the other needs of the breast cancer community.

By defining new ways that young women can get excited about breast health, we promise to deliver a message which is both informative and fun. Our *Grab the Girls* campaign will target women of all ages to help them in making lifestyle choices which can lower the risk of developing breast cancer.

For those women already battling the disease, PPI's *Project Joy!* program provides an opportunity to rest, relax, and rejuvenate during a special event planned just for them. Whether a spa date with a best friend, a long weekend with her spouse, or the family vacation of her dreams, *Project Joy!* will give these ladies a chance to catch their breath and enjoy a moment of special importance for themselves and those they love.

Our Community Scholarship program offers children who have lost a parent to breast cancer assistance in their pursuit of a higher education. These scholarships are available for community colleges, universities or vocational training schools.

Project Pink, Inc. aims to reach beyond the "pink ribbon overload" and give Pink a Meaning. We encourage pro-activity and seek to empower women of all ages to protect their personal health by providing easy-to-read, understandable information about internal and external factors that can lower the risk of developing breast cancer.



In the broad sphere of non-profits, we seek to take our place as a valuable and user friendly breast cancer education resource for young women, by underscoring the importance of self-exams and early detection – and fighting the disease with sound and simple life-saving advice.

Allison Caudle is the CEO and founder of Project Pink, Inc., a Virginia based breast cancer charity. A native of Chattanooga, TN, Allison began her career in the wedding and special event industry in 2001 when she founded Allison Nichole, a full service event planning firm. She spent the next several years planning fabulous parties and weddings across the southeast. In 2007, she relocated her business to the DC, MD and northern VA area.

In addition to planning weddings, Allison has organized and executed charity events and fundraisers throughout the eastern half of the country and volunteered with other non-profit organizations and is furthering her education through the George Washington University Event Management Program.

Allison has had a lifelong love of all things wedding related, but, like countless other people who have been personally affected by breast cancer, her focus has shifted to finding new ways to reach out and make an impact against this terrible disease. Project Pink, Inc. is a fun and exciting way to reach beyond the pink ribbon overload and Allison uses her grandmother's humor to bring that to the forefront. "My grandmother is my inspiration for PPI and her humor made dealing with her cancer easier. I always joke with her that she is leaving me her prostheses." While her grandmother is a survivor, she knows not everyone has that chance. Allison also has a male cousin that battled the disease along with a family member of the same age in treatments now for breast cancer. While she still enjoys and stays active in the wedding industry, Allison now devotes her time and energy into building Project Pink, Inc into a foundation which will truly make a difference in the lives of breast cancer patients, their families and friends. She currently lives in Virginia with her husband and cat Rudy.

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