



## Project Pink, Inc. Partners with The Sandals Foundation to Raise Breast Cancer Awareness in the Caribbean

The Caribbean is well-known for its beautiful white sand beaches, turquoise blue waters, lush green foliage and amazing golden yellow sunsets. But this October, in support of Breast Cancer Awareness Month, Sandals Resorts and The Sandals Foundation are adding **PINK** to the mix. As part of a partnership with Project **Pink**, Inc, the companies will help to bring breast cancer awareness programs to the Caribbean. We call it Project Caribbean!

For the month of October, Sandals Resorts and its philanthropic arm the Sandals Foundation will invite consumers to join in their fundraising efforts for [Project Caribbean](#) to support the fight against breast cancer locally on the islands where they operate. By collecting donations and designating them to Project Caribbean, the monies will go directly to

- ~ Provide **Educational** materials about breast health/cancer to the Caribbean
- ~ Provide Program development funds for special **educational clinics** and on-site mammograms
- ~ Provide **awareness** to the Caribbean on the importance to live a healthy lifestyle
- ~ Grant **Joy!** to the Caribbean by granting wishes of families battling this disease in the Caribbean

“We are very grateful to Sandals Resorts and The Sandals Foundation for their invaluable help in this effort to educate men and women about good breast health,” says Allison Caudle, Founder of Project **Pink**, Inc. “Project Caribbean will most certainly help save lives.”

PPI is excited about working with the support of the Sandals Foundation to provide educational assistance and will we will strive to bring awareness of the importance of good breast health and risk factors of breast cancer to the women of the Caribbean.

In conjunction with the Sandals Foundation and Project **Pink**, Inc., Project Caribbean will provide educational clinics within the Caribbean areas and will also provide educational materials that they will be able to keep and share within the community. Clinics will educate women on the risk factors of breast cancer, importance of diet and exercise, smoking cessations, and the proper screening needed to help prevent the disease. Project Caribbean will also work with local area mobile mammography units during these clinics to provide women with their yearly mammograms on site.

Additionally, Project **Pink**, Inc. plans to extend their Project **Joy!** program into the Caribbean. Project **Joy!** is a wish-granting program designed for the women and men battling the disease. **Joy!** will allow them to live life to its fullest and enjoy moments that they might have never had. We intend to improve the quality of their lives in ways that the medical field alone cannot provide.

"Breast cancer affects all of us but particularly here in the Caribbean it is about early detection and education. We are so delighted to be partnering with Project **Pink** to help do our part to influence women about the importance of maintaining a healthy lifestyle while affording them the educational information and tools to support breast health to ultimately save their life" said Heidi Clarke, Director of Programs for the Sandals Foundation.

#### About Project Pink, Inc

Project Pink, Inc.'s 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, founded in February 2011 with the goal of providing something new to the pink ribbon world. 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.

For additional information or to become a volunteer, visit [www.ProjectPinkInc.org](http://www.ProjectPinkInc.org)

#### About the Sandals Foundation

The Sandals Foundation, a 501(c)(3) nonprofit organization, was created to continue and to expand upon the philanthropic work that Sandals Resorts International has undertaken. It is the culmination of three decades of dedication to playing a meaningful role in the lives of the communities where we operate across the Caribbean. The Sandals Foundation funds projects in three core areas: education, community and the environment. One hundred percent of the monies contributed by the general public to the Sandals Foundation go directly to programs benefiting the Caribbean community.

To learn more about the Sandals Foundation, visit online at [www.sandalsfoundation.org](http://www.sandalsfoundation.org).

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