

Think Pink rocked Mizner — with cupcakes, pink carpet

October 7, 2009

The way Dave saw it

As my elbows brushed up against hip-hop stars, a pink Pekingese puppy, [Boca Raton](#) Mayor Susan Whelchel, BET's Rocsi, [Nat King Cole](#)'s daughters, and the amazing Stephanie Robin and Elizabeth Weprin (co-chairwomen of Think Pink Rocks), I felt extremely privileged to gain a spot on the pink carpet at Think Pink Rocks, a concert that supported seven [breast cancer](#) causes across the globe. When Rothman was interviewing rapper Trina, I had to pinch myself. Then came my turn ...

Timolin and Casey Cole, the daughters of Nat King Cole, came strolling down the pink carpet. Without hesitation, while the flashes of what felt like every media outlet from Cuba to New York City blinded me, I somehow got off a question about how [cancer](#) affected their family.

"Cancer runs in our family," Casey said. "This event is just so amazing, and there's a great group of artists here tonight for a great cause."

Unforgettable!

While Akon never made his way down the pink carpet, I did enjoy him while he was onstage crooning to the bass line of the song "Beautiful" as it boomed its way out of the Count de Hoernle Amphitheater and into [Boca Raton](#)'s Mizner Park. While the crowd was full of kids enjoying the music, I was more impressed with Steve Rifkind's label (SRC Records/Universal) with its roster of talented hip-hop artists and its dedication to the breast cancer cause. Between every song, the artists put the emphasis on what the night was really about. As for Akon, I never got to meet him but did find out an interesting piece of information from Danny Girton Jr., adjudication manager for Guinness World Records. Girton was on hand to certify the world's largest cupcake before it was cut and sold to benefit the cause.

"I can also confirm tonight that Akon now has the record for most ringtone downloads," Girton said.

Think Pink rocked!

The way Mike saw it

As event writers, we cover fundraising events all the time. We write about how important each event is, but most times our opinions never really ring true or seem all that genuine.

But as a son whose mother is battling breast cancer, the Think Pink Rocks concert, funding treatment for the same disease that struck the woman who raised me, really hit home.

I actually mean it hit home literally because I grew up in South Florida and the concert took place in Mizner Park in Boca.

Aside from the fact that hip-hop giant Akon took the time out to headline the event, I was shocked to see how cancer had affected all these celebrities.

You see, breast cancer does not read US Weekly and does not care if J.Lo is dating [Justin Timberlake](#). It will strike anyone at any time, which proves once again that we are all just human under the unrelenting thumb of disease.

The highlight of my night had to be the late addition of Trina to the pink carpet, which was like the red carpet washed with a little bleach to signify breast cancer awareness. I was shocked to hear her mother's sister lost her life to cancer. So for her, this was an extra-special event.

As Trina exited the pink carpet, I shouted out a question you all wanted me to ask. "Are you still 'Da Baddest Bitch'?" (Her hip-hop moniker).

She simply winked at me. I think that is an adamant yes.

I also got a few seconds with Steve Rifkind, the CEO of SRC/Universal Records, who also said cancer affected his family. Believe it or not, his dad had breast cancer. By the way, I think I impressed him so much that my album, "Don't Say I Look Like Ross From 'Friends' ([David Schwimmer](#))" drops next month.

The event just left everyone involved with a positive outlook on life and reminded us of the innate human drive to fight any adversary that comes our way, even cancer.

Our generation gets caught up in worthless drama involving Jon and Kate, their 20 children and his 30 affairs, but sometimes, just sometimes, we can come

together for events that have real meaning and show our true capacity for greatness as human beings and friends.

It was also nice to see Stephanie Robin, a Boca Raton mother also battling the disease, enjoy herself and let go for one night without worrying about therapy or radiation.

As did I, she got lost in the moment and all pain that comes with cancer dissipated if for just one night.

Think Pink Rocks was an event I won't soon forget and with the funds raised, hopefully those the event helped won't soon forget it, either.