



MEDIA ALERT

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2nd Annual *Think Pink Rocks* to benefit Breast Cancer Research

WHAT: Breast cancer charity concert event featuring established and emerging recording artists from SRC Records/Universal.

Proceeds will benefit: Memorial Sloane Kettering Cancer Center/NY, BRCH Women's Center for Breast Care, The American Cancer Society/Making Strides Against Breast Cancer, Susan G. Komen Foundation, Reach Global/Jacob International, The Florida Breast Cancer Coalition, and Project Hope.

WHEN: 7:00 – 11:00 p.m. EST, Saturday, October 3, 2009

WHERE: Count de Hoernle Amphitheater at the Centre for the Arts at Mizner Park, Boca Raton, FL

TICKETS: Tickets are \$30 with proceeds going to above named charities. The Capacity is 4,400. Tickets can be purchased at www.thinkpinkrocks.com

ARTISTS: To Be Announced. 2008 concert was hosted by Queen Latifah and included performances by AKON and Flo Rida

THINK PINK'S STORY: In 2004, at age 36, Stephanie Robin (Boca Raton, FL) was diagnosed with stage II breast cancer. She tested positive for the Breast Cancer Gene (BRCA) and underwent a double mastectomy with reconstruction, a total hysterectomy and months of chemotherapy.

After her surgeries and chemotherapy, Stephanie, and her friend Elizabeth Weprin (Delray Beach, FL), founded Think Pink in 2005. The goals of Think Pink are to promote awareness and education about breast cancer, the importance of early diagnosis, treatment options, the BRCA gene mutation and genetic testing, as well as fundraising.

The first Think Pink luncheon was held on October 19, 2005 at Congregation B'nai Israel in Boca Raton, Florida. The 300 person event was a great success as Think Pink raised over \$40,000. The proceeds were donated to JACOB International and the Susan G. Komen Breast Cancer Foundation.

In 2006 the breast cancer re-appeared in Stephanie's lung and her diagnosis became Stage IV metastatic breast cancer. After diagnostic lung surgery and a new round of chemotherapy treatments, the cancer was in remission. Re-energized to fight for herself and others, Stephanie, Elizabeth, and an expanding team of volunteers created an even more successful Think Pink sequel in 2007.

On October 12, 2007, the second Think Pink luncheon held at Congregation B'nai Israel raised \$150,000. The proceeds from the 2007 benefit were donated to both JACOB International and the Boca Raton Community Hospital Center for Breast Care.

After 14 months on the new treatment, the cancer again returned to Stephanie's lungs. In December 2007, Stephanie joined a clinical trial study at Memorial Sloane Kettering in New York. She is treated there monthly. As of July 2009 the tumors in her lungs have decreased in size by over 90%.

In 2008, Think Pink launched Think Pink Rocks, a concert featuring top recording artists such as AKON, Flo Rida, Shontelle, and other emerging artists, hosted by Queen Latifah. The concert was a huge success, raising money for a number of breast cancer research/program charities.

Stephanie, Elizabeth, along with friends Kathy Fleishman, Amy Seidman, Steve Rifkind and his staff, are planning an even bigger and better Think Pink Rocks 2009, scheduled for Saturday, October 3 at the Count de Hoernle Amphitheater at the Centre for the Arts in Mizner Park, Boca Raton, FL.

For more information, please visit: www.thinkpinkrocks.com