



Boca Raton Forum

Forum
Presents
Breast Cancer
Awareness Edition

Pink
Pages
Sponsored
By
CarePlus
HEALTH PLANS, INC.

WEDNESDAY, SEPTEMBER 29, 2010

VOL. 35 No. 34

WWW.SUNSENTINEL.COM/BOCARATON

NEWS

MARCI SHATZMAN

MSHATZMAN@TRIBUNE.COM

Think Pink Rocks draws hip-hop music stars for fundraising

Stephanie Robin could be the poster girl for breast cancer survivors. Model thin and gorgeous, she's in great physical shape at 42 from a rigorous exercise program.

So it takes a few minutes to sink in that she's had lung cancer since December 2007. It's her third cancer diagnosis since stage II breast cancer in 2004 and a 2006 recurrence. Plus, she has undergone extensive surgery to reduce her risk as a carrier of the breast cancer gene.

Yet, surrounded by two of the three girlfriends who started the nonprofit Think Pink Rocks in her honor, and with her daughter, Skylar Rose, 8,

in tow, Robin was completely upbeat about her medical condition. "I only have to go to Sloan every three months," she said about her treatment in clinical trials at Sloan Kettering Cancer Center in New York. Her charity's website reports that the treatment is working.

But there's no denying that her situation has given new urgency to this year's third "Think Pink Rocks" hip-hop concert on Oct. 9 in the Mizner Park Amphitheatre. Part of the proceeds will go to Sloan Kettering, and some to Boca Raton Regional Hospital, where Robin was treated for breast cancer and the BRCA gene diagnosis.

The concerts attract thousands, and evolved from two luncheons for breast cancer charities. The first, on Oct. 19, 2005 at Congregation B'nai Israel, netted \$40,000. That was supposed to be it, a one-time thing.

"But when Stephanie was diagnosed, and we knew she was in a fight again, I called Elizabeth [Weprin of Delray Beach, another Think Pink Rocks founder]," said Amy Seidman, of West Boca, a 10-year breast cancer survivor.

So the committee regrouped and threw another luncheon at the synagogue. That one raised \$150,000. But Weprin felt that to move forward,

IF YOU GO

What: Third annual Think Pink Rocks concert to benefit breast cancer research charities with Asher Roth, Melanie Fiona, Ray J, Shontelle, DJ Cassidy, 50 Cent, Flo Rida, Nelly and Pitbull

Where: Mizner Park Amphitheater, on the north end of Mizner Park, east side of Federal Highway, just south of Palmetto Park Road

When: 7 p.m. Oct. 9, pink carpet arrivals 6 p.m.

Tickets: \$40 at www.thinkpinkrocks.com or by calling 888-711-9399

Details: Proceeds benefit Memorial Sloan-Kettering Cancer Center in New York City, the Boca Raton Regional Hospital Women's Center for Breast Care, and other breast cancer research charities. Think Pink Rocks is presented by SRC Records/Universal, sponsored by Sun Capital Partners, Inc., and supported by Florida Woman Care.

Think Pink Rocks needed something different, the women said. She proposed a concert.


"We all told her she was crazy and that we didn't

know how to do a concert," Seidman said. "But she went ahead and booked Mizner."

Then, through mutual friends, something like

fate happened. They met Steve Rifkind, of Boca Raton, president of SRC Records/Universal,

continues
on S2



continued
from 4

whose recording artists perform in the concerts. "He said 'yes,'" said Katherine Fleishman, of Boca Raton, the third of the founding trio.

They got the word out to fans of the music through Facebook and other social media, Fleishman said.

Queen Latifah was the emcee at the first concert in 2008, which drew 2,000 people. "We didn't care what kind of concert, we just wanted a name," Seidman said.

This time, Rifkind just announced that 50 Cent will join the lineup with Asher Roth, Melanie Fi-

ona, Ray J, Shontelle, DJ Cassidy, Flo Rida, Nelly and a special appearance by Pitbull.

It's obvious that Robin, who is married and also has a 10-year-old son, remains determined to live her life to the fullest. She formed a team for the New York City Marathon last year, and is planning to do it again in March.

Running isn't just exercise; she's on a mission: "We want to raise awareness of early detection and genetic testing for breast cancer and provide funding for screening treatment and research," she said.