

October goes pink to battle breast cancer

By Kathy Flanigan of the Journal Sentinel

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Is pink the new black? It is in October.

What started as a simple pink ribbon pinned to the chest in the early 1990s is, decades later, a full-blown month devoted to the color pink as a way to raise awareness about breast cancer.

Now the first full month of autumn is bathed in pink: pink sales, pink accessories, pink-related events, even pink exercise equipment.

Some businesses offer a portion of the proceeds from the sale of pink items to fund breast cancer research.

Others, such as the nationwide Pretty in Pink initiative, do it differently. Pretty in Pink gets a commitment from more than 100 spas and salons to contribute money and provide services at discounted fees to raise awareness. The money goes to Bright Pink, a nonprofit organization with a focus on prevention and early detection of breast cancer in high-risk young women.

Others just want to make a party out of raising funds.

Here's a roundup of some local pink shopping opportunities, beauty services and drink specials to help raise awareness of breast cancer and money for research, treatment and prevention of the disease.

Walk pink

Elite Sports Clubs will sport a pink Cybex treadmill at its Brookfield East location first, then at its North Shore Elite club. Throughout the month, 20 cents for every mile logged on the customized treadmill will go toward breast cancer research. Sign up online at www.eliteclubs.com. The Brookfield club is at 13825 W. Burleigh Road; the North Shore club is at 11616 N. Port Washington Road.

The Harry & Rose Samson Family Jewish Community Center has two pink treadmills from Cybex, which will pay 10 cents per mile logged during the month of October. The Cybex territory manager will match the pledge. The JCC is also selling the original pink ribbons for \$1. All proceeds will be donated to the local Breast Cancer Research Foundation.

Drink pink

The Iron Horse Hotel and **Stack'd Bar** will donate \$1 to the fight against breast cancer in Southeastern Wisconsin for every pink cocktail sold this month.

Choose from the Violet Femme, a pink Drampagne, Cristalino rose wine and X-Rated Fusion mixers at Iron Horse.

At Stack'd, guests can choose from the Jenna Jameson press, a flirtini, Rehorst Citrus Honey cosmo, Mike's Hard Pink Lemonade, Rosé the Riveter wine and regular pink lemonade.

Feel pretty in pink

Get beauty services from European facials to pedicures - or, at a few dance studios, a pole dancing lesson - for \$31 at 14 participating salons in the Milwaukee area.

For example, the Pfister Hotel's **Well Spa** offers the Pretty in Pink Skinny (a re-mineralizing hydrotherapy bath), the Pretty in Pink Moroccan rosé manicure or the Pretty in Pink champagne blow dry or hair glossing.

You have to register to get details on the \$31 deals; go to www.prettypcity.com/pink/index.cfm#WI.

Shop pink

Through Oct. 30, **Boston Store** will host a "pink shop" in every store, with a portion of the proceeds from the sale of each item to be donated to breast cancer research.

A special collection of 20 items will be sold in the pink shop, from a stylish reusable grocery tote designed by Sheryl Crow (\$9.99) to men's pink-ribbon cuff links (\$24.99). (A quick fashion note: pink ties are hot right now, and not just because it's October.)

Donations go to the Medical College of Wisconsin's Cancer Center for breast cancer research.