



## **NEWS RELEASE**

**For Immediate Release**  
**November 17, 2009**

**Contact: Jem Bahajjoub, 202.713.0735 or**  
**jem@imaginepragency.com**

### **PINK JAMS! Founder Denounces New Breast Cancer Study** **Project Encourages Awareness Under the Age of 40**

**ARLINGTON, VA** — PINK JAMS!, a Washington, D.C. area project combining live music events, arts and fashion, issued a statement denouncing the Study released by the United States Preventive Services Task Force elongating the timeline for men and women to be tested for breast cancer.

Christa Floresca, Founder of PINK JAMS!, began the project this year specifically to reach out to younger men and women after losing a 35 year old friend to the disease. According to Floresca, "The study unfortunately takes us a giant step backwards in the fight against breast cancer deaths. We are working to increase early detection and raise awareness in younger men and women, not encourage them to wait until it's too late."

"In my early 30s, I lost a friend, my age, to this devastating disease," said Floresca. "Young men and women need the same breast cancer detection knowledge as they do over the age of 40. Along this journey, I have met dozens and men and women who have fought breast cancer in their 30s."

According to experts, the Study, notes that cases of breast cancer in patients under the age of 40 are in the minority. Floresca adds, "If it's actually true, does it matter that they are in the minority when it comes to messages about early detection and awareness? Does the 'cost' of a mammogram outweigh the cost of the life saved by having one?"

Floresca says that PINK JAMS! will continue to work hard to promote clinical testing for breast cancer in men and women under the age of 40. "At our first breast cancer benefit concert tomorrow night, I intend to let hundreds and men and women know just how bad this Study is, and how routine testing and mammograms early can help save people's lives."

The benefit concert, being held on Wednesday, November 18<sup>th</sup> at the Clarendon Ballroom in Arlington, Virginia, will raise money for breast cancer awareness and the Avon Walk for Breast Cancer. Two high-energy, area bands, the Justin Trawick Group and Memphis 59, will be performing.

Serving as the concert's Emcee, Kate Marie Grinold (Miss DC 2008) is passionate about promoting women's health issues and adds, "everyone in one way or another has been affected by breast cancer, which is exactly why everyone should be involved in the battle to find a cure. I am proud to be involved with PINK JAMS! and its effort to educate younger men and women about breast cancer."

Members of the Washington Redskins Cheerleaders will be making a special guest appearance that evening to promote breast cancer awareness, sign autographs, and encourage concert guests to make donations.

The concert, "PINK JAMS! at the Ballroom," is hoping to attract hundreds of men and women to show support for the cause. Advance tickets are available now on the website ([www.PinkJamsDC.com](http://www.PinkJamsDC.com)) and will be available at the door. The concert is open to the community and is made possible through ticket sales, sponsorships, and cash donations. All net proceeds from the November PINK JAMS! event will go to support the Avon Walk for Breast Cancer. Christa Floresca, the project's founder is participating in the 2010 Avon Walk for Breast Cancer – traveling 40 miles on foot in 2 days – out of a passion born of personal experience.

###

**ABOUT PINK JAMS!:**

PINK JAMS! is aptly named combining the promotion of breast cancer awareness and uplifting live music shows. PINK JAMS! was created by Christa Floresca, a lifelong Washington, DC area native, in support of her participation in the Avon Walk for Breast Cancer. All net proceeds from PINK JAMS! events are donated to that very worthy cause.

**For more information about PINK JAMS! Contact Christa Floresca at 703.919.5697 or [cfloresca@pinkjamsdc.com](mailto:cfloresca@pinkjamsdc.com). Project website: [www.PinkJamsDC.com](http://www.PinkJamsDC.com).**