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**FOR IMMEDIATE RELEASE**

## **Join Here for the Girls at Its 13<sup>th</sup> Annual Pink Carpet Gala!**

**Williamsburg, VA, September 1, 2019** – Here for the Girls welcomes the public to attend its annual Pink Carpet Gala on September 21, 2019, where A Calendar to Live By 2020 will be unveiled. This year the organization welcomes special guest emcee WTKR/News 3 anchor Jessica Larche.

The annual Pink Carpet Gala is a special event to celebrate the unveiling of the organization's A Calendar to Live By and to introduce its new calendar models to the community, as well as an opportunity to celebrate and raise funds for the organization's mission to improve the lives of young women affected by breast cancer. The gala attracts approximately 600 attendees each year from across the region. The Here for the Girls annual calendar features breast cancer survivors and their stories; tucked inside the calendar is A Guide to Caring for Yourself, which offers important health information on breast cancer, managing risk, early detection, healthy lifestyle choices, and other related topics.

"Our calendar is special because it is so much more than a calendar. It is a guide for healthy living, for breast cancer survivors and for the general public as well," says Here for the Girls Executive Director Chris Schwab. "And for young women newly diagnosed with breast cancer, the calendar's stories about other young women experiencing the same thing lets them know that they are not alone in this."

This will mark the 13th edition of the award-winning calendar. "The original goal was and still is education – to debunk the myth that it's just an older woman's disease. We want women to be informed health advocates for themselves," Schwab says.

The Pink Carpet Gala is a fun evening that helps connect guests to the mission of Here for the Girls. "This is a night of fun, dancing, great food, and great wine, all while making a difference for young women with breast cancer. The night is sure to be memorable for all who attend," says Here for the Girls Development and Events Manager Amanda Capozzi.

“I’m amazed at how much the community has become involved with this event and the women we serve. Through the funds we raise at our Pink Carpet Gala, we help make a difference in the lives of these young women by giving them support and helping them find their new fabulous!”

Since 2007, the nonprofit has welcomed its new calendar with this signature fundraising event, which has become more popular with each passing year. Here for the Girls received three gold National Calendar Awards (Most Informative, Best Non-Profit, and Best Graphic Design) from the Calendar Marketing Association (CMA) for its A Calendar to Live By 2019. The organization has submitted its annual calendar to the CMA for 11 years and has won at least one award each year.

The Pink Carpet Gala will take place at 6 p.m. September 21 at the DoubleTree by Hilton, 50 Kingsmill Road, Williamsburg. The models from the new calendar will be the evening’s special guests, and Here for the Girls welcomes the public to come enjoy a delicious 3-course dinner, beer and wine, dancing, an extensive raffle and other fundraising opportunities, a complimentary 2020 calendar, and more!

Tickets for the event are \$95 per person (with VIP, youth, child, and other ticket levels available) with proceeds benefitting the nonprofit; they can be purchased on the Here for the Girls website at [www.hereforthegirls.org/gala](http://www.hereforthegirls.org/gala) or by calling Amanda Capozzi at (757)645-2649 ext. 7. Starting on September 22, new 2020 calendars will be available for sale for \$20; email [info@hereforthegirls.org](mailto:info@hereforthegirls.org) to purchase one.

*\*\*Members of the press are invited to attend; please email [amanda.capozzi@hereforthegirls.org](mailto:amanda.capozzi@hereforthegirls.org) to receive one complimentary ticket. Contact information for interviews with 2020 models available upon request, email Amanda for details.\*\**

Here for the Girls gives special thanks to calendar presenting sponsor Riverside Health System, as well as all the other sponsors whose contributions help make both the calendar and the gala such a great success each year.



***Attendees at the 2018 Pink Carpet Gala watching the evening’s program. Photo available in high res upon request. Other photos also available upon request.***

**About this year's special guest emcee:**

*Jessica Larche is an anchor for WTKR News 3. She spent three years as a journalist in Mississippi before coming to Hampton Roads and joining the WTKR team in 2010. She graduated from Florida A&M University in 2007. Jessica volunteers in the community as an ambassador for the Hampton Roads chapter of the American Heart Association, member of the Hampton Roads Black Media Professionals, the Urban League of Hampton Roads Young Professionals, the National Association of Black Journalists and Alpha Kappa Alpha Sorority, Incorporated. She is the past president of the Jackson Association of Black Journalists.*

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*Here for the Girls, Inc., is a 501(c)(3) improving the lives of young women affected by breast cancer. We do this through in-person support groups (a support service we call Beyond Boobs!) across Virginia and in select locations in North Carolina, Florida, and Texas; we also support young survivors across the country through our private, online support community (a support service called Pink Link).*

*For more information, visit us at [hereforthegirls.org](http://hereforthegirls.org)*