



Florida Breast Cancer Foundation's 4th annual "Shades of Pink" fundraising event presented by Newport Beachside Hotel & Resort

The Florida Breast Cancer Foundation (FBCF) recently hosted its 4th annual "Shades of Pink" fundraiser at the Newport Beachside Hotel and Resort in Sunny Isles Beach. A tremendous success, the event attracted influential community members, breast cancer supporters, advocates and survivors, and raised a substantial amount of funds for the foundation.

"We are very grateful to the Newport, to all the sponsors, supporters, and volunteers who made this great event possible," said FBCF CEO James Konschnik. "This event means so much to the foundation and it has become an important component in our annual funding to continue breast cancer research and education in Florida."

The fundraiser featured a healthy cooking presentation by Wok Star Eleanor Hoh and Sunny Isles Beach Mayor Norman Edelcup with a wine pairing for Chamarre. Immediately following, the Sunbox Eleven Winery hosted a wine tasting with several varietals of red and white wine. The main event included a spectacular fashion show presenting the work of acclaimed elegant evening wear designer Sara Mique, as well as popular Miami-based resort wear designer Rucht D'Oleo, and the real heroes of the night, the breast cancer survivors, who took to the stage for the finale.

Guests enjoyed complimentary appetizers and pink cocktails provided by Kitchen 305 throughout the night. The 4th annual "Shades of Pink" also included exciting raffles throughout the event, as well as silent

and live auctions that sold to lucky bidders an array of impressive items such as trips to Paris and Tuscany, jewelry, and so much more.

"All the feedback from the attendees, the hotel, and our sponsors has been very positive," said Muriel Sommers, breast cancer survivor and Florida Breast Cancer Foundation's development manager.

Special thanks goes out to all the sponsors who contributed to success of the 4th annual "Shades of Pink" Fundraiser including: ADT Security, Astra Zaneneca, Consumer Loan and Debt Solutions, Costa Farms, Sunny Isles Beach Mayor Norman Edelcup, Newport Beachside Hotel & Resort, Pannu Laser and Vision Institute, PPE Advertising and Events Inc., Rocket Vending, Rucht D'Oleo, Sara Mique, Sunbox Eleven Winery, Toshiba Business Solutions and WOK STAR.

A grassroots organization, FBCF's mission is to end breast cancer through advocacy, education, and research. FBCF works statewide to raise awareness and mobilize Floridians to ensure sufficient public funding for breast cancer research, quality healthcare for all without fear of discrimination, and an environment free of carcinogens. FBCF is the only organization in the State of Florida with the End Breast Cancer license plate. All monies raised stay in the State of Florida to support advocacy, education, and research programs for Florida residents and institutions.

For more information, call 877-644-3222 or visit floridabreastcancer.org



Wok Star Eleanor Hoh; James Konschnik, CEO, Florida Breast Cancer Foundation



Joan Lamonica (center) with models wearing her Sara Mique clothing line



Chuck Perete; Elaine Perete; Carolyn Kershner, FBCF Board Member



Kelly Velasquez with FBCF Board Members Jana Whitney and Jennifer Pates



FBCF volunteer; Muriel Sommers, Development Manager, FBCF; and Abby Stern doing the survivors walk on the runway



Wok Star Eleanor Hoh serves attendees



Sunny Isles Beach Historian Richard Schulman, Mayor Norman Edelcup; Comm. Gerry Goodman and Vice Mayor Lew Thaler