

## PRESS RELEASE

For Immediate Release



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CharlotteRadiology®

### **Fight From Home: Pink Pint Night Benefit Focuses on Saving Lives Through Screening**

#### ***9<sup>th</sup> Annual Event Goes Virtual to Provide Mammograms for Local Uninsured Women***

**CHARLOTTE, N.C., Sept. 8, 2019** – Charlotte Radiology today announces their 9<sup>th</sup> Annual Pink Pint Night on September 24<sup>th</sup> benefiting Levine Cancer Institute: Project PINK. This year's Pink Pint Night (PPN) Virtual Edition will raise funds to provide over 1,000 low-income, uninsured women in the greater Charlotte community with access to screening mammograms and related breast services. In partnership with NoDa Brewing Company, Pink Pint Night Virtual Edition will include community education about the impact of LCI: Project Pink as well as a guided NoDa Brewing Company craft beer 'flight tasting', a feature band, and online auction.

"Each year, Pink Pint Night is a highly anticipated event that brings our Charlotte community together for a great cause. While we'll miss seeing our friends, neighbors, and supporters in person this year, we remain committed to our fight against breast cancer and providing essential screening services to Charlotte communities in need," said Charlotte Radiology Chief Executive Officer Lindsay Muns. "One hundred percent of the money raised at Pink Pint Night directly impacts local uninsured women, providing free screening mammograms and saving lives through early detection."

#### **Project Pink Addresses Health Disparities in Our Community**

Breast cancer does not stop for pandemics and the need for funding this year is more important than ever, as many state and local resources for essential health screening programs have been reprioritized to help with the COVID-19 response. Project Pink serves the same at-risk populations impacted by coronavirus at a time of critical need.

"We know that many people have concerns about visiting healthcare providers during the COVID-19 pandemic. But it is essential that women make appointments for vital health screenings because early detection saves lives," said Dr. Amy Sobel, Section Head for Charlotte Radiology's Breast Services. "Women served by LCI: Project Pink will experience the same high quality, safe, and caring environments for their breast services whether seen in one of our breast centers or during a mobile screening event. We encourage all women to seek out screening mammography because it could save their life."

#### **Event Details**

Pink Pint Night: Virtual Edition will be broadcast on September 24<sup>th</sup> starting at 6pm ET. It can be viewed on the Charlotte Radiology's You Tube page: <https://www.youtube.com/user/CharlotteRadiology> and the link will also be available on their Facebook page (<https://www.facebook.com/CharlotteRadiology/>). Visit [www.charlotteradiology.com/pinkpintnight/](http://www.charlotteradiology.com/pinkpintnight/) for

event updates and to learn more about ways you can participate. Those who can't attend the event but wish to make a donation can visit Atrium Health Foundation's [Pink Pint Night fundraising page](#) to donate directly to Project PINK.

### **#FightwithaFlight: Gose Pink or Go Home!**

Hosted by media journalist, social creator, and kindness advocate, Kristen Hampton, the signature event at PPN will feature NoDa Brewing Company's Head Brewer, Chad Henderson, hosting a digital flight tasting including our ninth annual distinctive Pink Pint Night brew called, "Gose PINK or Go Home!"

To participate, supporters can pre-order a PPN Host kit (flight tasting for two, including t-shirts) online via Instabuy at [www.gtego.net/qlink/pinkpintnight2020](http://www.gtego.net/qlink/pinkpintnight2020) before midnight Sunday, September 15<sup>th</sup>. PPN Host kits are then available for pick up at NoDa Brewing during a "Brew-Thru" on September 19th and 20th between 3pm-5pm or September 21st thru September 23rd between 5pm-7pm. In lieu of pre-ordering, a limited supply of PPN Host kits will be available at the NoDa Brewing taproom located at 2921 N. Tryon Street, Charlotte NC 28206.

PPN also includes a live auction (open now), also available at [www.gtego.net/qlink/pinkpintnight2020](http://www.gtego.net/qlink/pinkpintnight2020), and Charlotte Radiology encourages tax deductible donations and "crowdfunding" by teams, which can be coordinated via Atrium Health Foundation's dedicated website for Pink Pint Night and LCI: Project Pink: [www.atriumhealthfoundation.org/pinkpintnight](http://www.atriumhealthfoundation.org/pinkpintnight).

### **About Breast Cancer:**

- 1 in 8 women in the US will be diagnosed with breast cancer. 1 in 6 diagnoses will occur in women age 40-49.
- Breast health experts recommend screening mammography every 12 months beginning at age 40.
- 75% of women diagnosed with breast cancer DO NOT have a family history.
- Early detection is key. Annual screening mammograms have reduced breast cancer deaths by 40%.
- Most insurance plans cover annual screening mammograms 100%.

Visit [www.charlotteradiology.com](http://www.charlotteradiology.com) to schedule a mammogram through our new online scheduling tool or call (704) 367-2232.

### *About Charlotte Radiology Breast Centers*

Charlotte Radiology is one of the largest radiology groups in the country and has served Mecklenburg and surrounding counties in NC and SC since 1967. Charlotte Radiology owns and operates 15 breast center locations and a mobile breast unit and serves more than 100,000 women each year. All breast centers are accredited by the American College of Radiology, certified by the FDA and recognized as a Breast Imaging Center of Excellence. For more information: [www.charlotteradiology.com](http://www.charlotteradiology.com).

### *About NoDa Brewing Company*

Opening its tap room doors in 2011, NoDa became one of Charlotte's first craft breweries. Three short years later, Hop Drop 'N Roll — their most popular IPA — took home the World Beer Cup Gold Award in the competition's largest category. This recognition propelled the brewery onto a national stage, and attributed to the quick expansion from a 15-barrel brewhouse in the NoDa neighborhood to a 60 barrel brewhouse in nearby North End. Today, NoDa Brewing Company continues to brew award-winning beers, stand as a pillar of creativity and connection in the community, and add to the state's thriving craft beer economy. Connect with NoDa Brewing Company at [www.nodabrewing.com](http://www.nodabrewing.com), or on Instagram, Facebook and Twitter @nodabrewing.

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