

News Release

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Pink Pledge raises \$120,000 to support breast cancer patients

BRIDGEPORT, CT (Nov. 3, 2021) – Norma Pfriem Breast Center celebrated its 7th annual Pink Pledge fundraising and awareness campaign during Breast Cancer Awareness Month in October, raising \$120,000 to date, with donations still coming in.

The month-long campaign was held in communities throughout greater Bridgeport, including a walk at Seaside Park in Bridgeport and a concert on the Fairfield Green, all in support of the patients and programs of the breast center.

“Norma Pfriem Breast Center is grateful to the sponsors, businesses, students, teachers, donors and volunteers who made Pink Pledge 2021 a huge success!” said Donna Twist, PhD, director of the center and vice president of the Bridgeport Hospital Foundation.

The center attributes its success to the commitment and dedication of its returning Lead Corporate Sponsor, People’s United Bank; Kick Off Sponsor, Bigelow Tea; Tie Dye Sponsor, Aquarion Water; Window Cling Sponsor, Wiles Architects; Billboard Sponsor, Snyder & Pritchard Homes; Stage Sponsor, Little Pub; Magnet Sponsor, GoNetspeed; as well as shops, restaurants, gyms, schools and others throughout the area that “took the pledge.”

Offices of the City of Bridgeport and Town of Fairfield returned as leaders in the initiative, and for the first year, the City of Milford joined the campaign. Pink Pledge banners were proudly displayed throughout Milford, including the beautifully lit Milford campus of Bridgeport Hospital and City Hall. Another exciting addition, the Trumbull Public Schools, raised over \$8,000 across their elementary, middle and high schools.

Bridgeport Hospital, part of Yale New Haven Health, is a non-profit 501-bed acute care hospital with two campuses (plus 42 beds licensed to Yale New Haven Children’s Hospital). Both Bridgeport Hospital and the Milford Campus of Bridgeport Hospital serve patients throughout Fairfield and New Haven counties. The hospital admits more than 23,000 patients and provides nearly 350,000 outpatient treatments annually. The Connecticut Burn Center at Bridgeport Hospital is the only burn center in the state and one of only 64 verified burn centers in the United States.

Bridgeport Hospital is committed to providing safe, compassionate and cost efficient care to its patients and the community. www.bridgeporthospital.org