

PRESS RELEASE
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Hope In The Key Of Pink

Maine's Musical Women Unite Against Breast Cancer

Sanford, Maine – The Pink Album, a collection of performances by 27 of Maine's leading female recording artists is set to make a splash in October's sea of pink! Among the participating artists are veteran performers, rising stars, and Grammy nominees, some of whom have shared the stage with such legends as Elton John and Johnny Cash.

All profits from this unprecedented piece of Maine music "history" will benefit the **Maine Breast Cancer Coalition Support Service Fund**. Maine Breast Cancer Coalition is a non-profit, grassroots, volunteer-based organization established in 1992. The MBCC is a partnership of breast cancer survivors, health care professionals, representatives from cancer-related organizations and supporters. They are dedicated to making a positive difference in the health of Maine people through financial support for underserved people with breast health or breast cancer needs, advocacy for breast cancer research and legislation, and education to promote knowledge about breast cancer and quality care.

The Pink Album's Executive Producers are **Mark and Greg Patterson**, co-owners of **PATCO Construction** in Sanford, Maine. This will be the company's fourth annual fundraising effort on behalf of MBCC. PATCO chose the Coalition as an organization to champion, beginning in 2008, because the funds went directly to help women in Maine. "It helps cover the costs of items not taken care of by insurance companies", said Mark Patterson. "It's also used to help defray costs for individuals who may be under insured." The Pink Album's producer, **Con Fullam**, has a long history in the music business and is perhaps best known locally as the composer of "The Maine Christmas Song" and the driving force behind "The Amazing Music of Mainers".

On September 28, PATCO was honored to accept the **2011 Maine Breast Health Leadership Award**, kicking off Breast Cancer Awareness Month in Maine. The Award was presented by Maine's First Lady, **Ann LePage**. This is the first time in the event's history that the Award has gone to a company.

The Pink Album, a double CD with nearly two hours of music, will be available for purchase October 1 online at **mainepinkalbum.com** and at all **Bull Moose** and

Mr. Paperback locations. A CD Release Party will be held on **Sunday, October 16** at One Longfellow Square in Portland from 3:00 to 5:00 PM. For tickets please go to onelongfellowsquare.com. Tickets are \$5.00, which will be credited toward your CD purchase at the event.

Also in production is a music video featuring international CMT Award winner, **Joan Kennedy**, with music by Grammy winner **Paul Sullivan**. The video, "I Will Be There", with lyrics by Con Fullam, focuses on the power of hope and celebrates the courage of those undergoing breast cancer treatment. Several Maine breast cancer survivors have generously contributed their personal photos to the project. The video will make its debut at the CD Release event on October 16th.