

CREW Charlotte Turns the Queen City Pink

Everywhere you look, commercial real estate is the color of Breast Cancer Awareness Month

CHARLOTTE — Women helping women – in business, in the community and in matters of health and wellness – is at the heart of CREW Charlotte. The local chapter of the national networking organization dedicated to advancing women in commercial real estate partners with the business community every October to turn the city pink. Queen City in Pink is CREW's contribution to Breast Cancer Awareness Month.

"Since 2009, Queen City in Pink has been an annual reminder to stay vigilant in the fight for a breast cancer cure," said Patty Trepp Drummond, CREW's executive director. The "pinking" is on now and continues through sundown on Tuesday, Oct. 31.

More than 250 properties have "pinked" their buildings. "Property owners and managers, as well as individual businesses, truly want to participate," said Mary King Sullivan, IIDA, CDT, LEED AP BD +C, director of strategic relationships at Little and a co-chair of CREW's community outreach committee. "It's meaningful to all of us to contribute toward someone taking that first step toward diagnosis. And it means so much to those going through this painful experience to know the community cares."

The pinkness of the city is a visible reminder to women to get regular screening mammograms. "One in eight women in the U.S. is diagnosed with breast cancer during her lifetime," said Debra Eicher, who works in project development at Baker Audio Visual and is Sullivan's community outreach co-chair. "Most of us have family and friends fighting the battle right now – some for a decade or longer. It's heartbreaking to see what cancer patients go through. Early diagnosis is key. New treatments are helping many manage and even defeat this horrible disease."

You won't have to go far to see points of interest turning pink this year. The list includes the Charlotte Chamber of Commerce, the Charlotte Convention Center, Romare Bearden Park, Piedmont Town Center, The Rotunda, Belk and many others, Eicher says.

The pink-ness of commercial buildings is an annual reminder to women to schedule a mammogram. CREW uses every opportunity to remind women:

- Approximately 252,710 women in the U.S. will be diagnosed with new cases of invasive breast cancer in 2017. Of these women, 8,580 will be in North Carolina.
- About 61,410 women in the U.S. will be diagnosed with new cases of non-invasive (in situ) breast cancer this year.
- Men get breast cancer, too. About 2,470 men in the U.S. will be diagnosed with breast cancer this year.

FOR IMMEDIATE RELEASE: OCTOBER 5, 2017

More about CREW Charlotte

CREW Charlotte is a chapter of CREW Network, with the mission of influencing the success of the commercial real estate industry by advancing the achievements of women. Founded in 1989, CREW is the commercial real estate industry's premier business networking organization for women. More than 10,000 CREW Network members represent nearly every discipline within the commercial real estate industry globally and have a presence in more than 70 major markets. For more information on CREW Charlotte, visit crewcharlotte.org.