**Pink in the City Media links**

**Lawrence's 1st shave 2006**

[**http://media.licdn.com/embeds/media.html?src=https%3A%2F%2Fwww.youtube.com%2Fembed%2F2p-AFNWju30%3Ffeature%3Doembed&amp;url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D2p-AFNWju30%26feature%3Dshare&amp;image=https%3A%2F%2Fi.ytimg.com%2Fvi%2F2p-AFNWju30%2Fhqdefault.jpg&amp;key=b7276e97d3f840f38fbdb95eb1242b10&amp**](http://media.licdn.com/embeds/media.html?src=https%3A%2F%2Fwww.youtube.com%2Fembed%2F2p-AFNWju30%3Ffeature%3Doembed&amp;url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D2p-AFNWju30%26feature%3Dshare&amp;image=https%3A%2F%2Fi.ytimg.com%2Fvi%2F2p-AFNWju30%2Fhqdefault.jpg&amp;key=b7276e97d3f840f38fbdb95eb1242b10&amp;type=text%2Fhtml&amp;schema=youtube)

**I am FedEx -** [**https://youtu.be/y3SR1vIc\_Mw**](https://youtu.be/y3SR1vIc_Mw)

**Twitter @PinkCityEvents**

**Instagram PinkinthecityCanada**

**Facebook Pink in the City**

[**https://m.facebook.com/PinkInTheCityCanada/**](https://m.facebook.com/PinkInTheCityCanada/)

**Facebook Pinkinthecity Model the Way**

[**https://m.facebook.com/Modeltheway/**](https://m.facebook.com/Modeltheway/)

**Spring Charity Ball 2015:**[**https://vimeo.com/129719615**](https://vimeo.com/129719615)

**Charity Ball 2015 Photo Gallery**

[**https://m.youtube.com/watch?v=6VFOlYZQMQ8**](https://m.youtube.com/watch?v=6VFOlYZQMQ8)

**Model the way :**[**https://vimeo.com/126537316**](https://vimeo.com/126537316)

**BT Interview:**[**http://bcove.me/4xr6bvc2**](http://bcove.me/4xr6bvc2)

**Pink Cuts :**[**https://youtu.be/yJqWlFTf8PE**](https://youtu.be/yJqWlFTf8PE)

**CTV Interview:**[**http://montreal.ctvnews.ca/video?clipId=382210&playlistId=1.1870112&binId=1.1332485&playlistPageNum=1**](http://montreal.ctvnews.ca/video?clipId=382210&playlistId=1.1870112&binId=1.1332485&playlistPageNum=1)

**2015 CTV clip:**

[**http://montreal.ctvnews.ca/mobile/pink-in-the-city-gala-raises-125-000-for-montreal-health-care-1.2356061**](http://montreal.ctvnews.ca/mobile/pink-in-the-city-gala-raises-125-000-for-montreal-health-care-1.2356061)

**2016 CTV clip :**

[**http://montreal.ctvnews.ca/mobile/video?clipId=870761**](http://montreal.ctvnews.ca/mobile/video?clipId=870761)

**MoeMotreal 2016 Video**

[**http://www.moetreal.com/video-pink-in-the-city-2016/**](http://www.moetreal.com/video-pink-in-the-city-2016/)

**MoeMotreal 2016 Photo Gallery**

[**http://www.moetreal.com/photos-pink-in-the-city-2016/**](http://www.moetreal.com/photos-pink-in-the-city-2016/)

**MUHC**

[**http://muhcfoundation.com/celebrating-the-generosity-of-pink-in-the-city/**](http://muhcfoundation.com/celebrating-the-generosity-of-pink-in-the-city/)

**Pink in the City Story**

[**https://m.youtube.com/watch?v=QcnDRBECkbk**](https://m.youtube.com/watch?v=QcnDRBECkbk)

**I am FedEx Video**

[**https://m.youtube.com/watch?v=y3SR1vIc\_Mw**](https://m.youtube.com/watch?v=y3SR1vIc_Mw)

**Huffington Post**

[**http://m.huffpost.com/us/entry/5242047**](http://m.huffpost.com/us/entry/5242047)

**Selwyn House School**

[**https://www.selwyn.ca/podium/default.aspx?t=161762**](https://www.selwyn.ca/podium/default.aspx?t=161762)

**Scolarship**

[**http://www.hellenicscholarships.org/en/scholarships.html**](http://www.hellenicscholarships.org/en/scholarships.html)

**LLHS Citizenship**

[**https://m.youtube.com/watch?v=LhBq7M6HLIo**](https://m.youtube.com/watch?v=LhBq7M6HLIo)

[**Ceohouse.blogspot.ca**](http://ceohouse.blogspot.ca/)

[**http://ceohouse.blogspot.ca/2014/08/think-pinkthink-pink-in-city.html?m=1**](http://ceohouse.blogspot.ca/2014/08/think-pinkthink-pink-in-city.html?m=1)

**Zumba 2016**

[**https://m.youtube.com/watch?v=JJHYKw-59LI**](https://m.youtube.com/watch?v=JJHYKw-59LI)

**Zumba 2015**

[**https://m.youtube.com/watch?v=qVUq1-Se4ro**](https://m.youtube.com/watch?v=qVUq1-Se4ro)

**Comedy Night 2015**

[**https://m.youtube.com/watch?v=gSQt0DKHSGc**](https://m.youtube.com/watch?v=gSQt0DKHSGc)

**Spring Charity 2016 video**

[**http://www.moetreal.com/video-pink-in-the-city-2016/**](http://www.moetreal.com/video-pink-in-the-city-2016/)

**Spring Charity  2016  photos**

[**http://www.moetreal.com/photos-pink-in-the-city-2016/**](http://www.moetreal.com/photos-pink-in-the-city-2016/)

**BT Interview Breast Cancer Awareness Month 2016**

[**http://www.btmontreal.ca/videos/5173498056001/**](http://www.btmontreal.ca/videos/5173498056001/)

**Pink's Raise Craze BT interviews 2016**

[**http://www.btmontreal.ca/videos/5184400170001/**](http://www.btmontreal.ca/videos/5184400170001/)

**BT interview Zumba 2015**

[**http://www.btmontreal.ca/videos/4715075244001/**](http://www.btmontreal.ca/videos/4715075244001/)

**Holt Event**

[**http://www.moetreal.com/photo-pink-city-christmas-shopping-holts-montreal/**](http://www.moetreal.com/photo-pink-city-christmas-shopping-holts-montreal/)

**Bt interviews**

**Breast-cancer Awareness Month** [**http://www.btmontreal.ca/videos/5173498056001/**](http://www.btmontreal.ca/videos/5173498056001/)

**Zumba**

[**http://www.btmontreal.ca/videos/4715075244001/**](http://www.btmontreal.ca/videos/4715075244001/)

**Saco Cuts - 2015**

[**https://m.youtube.com/watch?feature=youtu.be&v=yJqWlFTf8PE**](https://m.youtube.com/watch?feature=youtu.be&v=yJqWlFTf8PE)

**Pink in the City - our story**

[**https://youtu.be/QcnDRBECkbk**](https://youtu.be/QcnDRBECkbk)

**Model the way**

[**https://vimeo.com/126537316?ref=em-v-share**](https://vimeo.com/126537316?ref=em-v-share)

**Citizenship Awards -**

[**https://www.youtube.com/watch?v=LhBq7M6HLIo&sns=em**](https://www.youtube.com/watch?v=LhBq7M6HLIo&sns=em)

**Zumba - 2015**

[**https://youtu.be/qVUq1-Se4ro**](https://youtu.be/qVUq1-Se4ro)

**Zumba - 2017**

[**https://www.facebook.com/MontrealGreekTV/videos/1825537914129550/**](https://www.facebook.com/MontrealGreekTV/videos/1825537914129550/)

**Ctv - power of one**

[**http://montreal.ctvnews.ca/mobile/video?clipId=382210&playlistId=1.1870112&binId=1.1332485&playlistPageNum=1**](http://montreal.ctvnews.ca/mobile/video?clipId=382210&playlistId=1.1870112&binId=1.1332485&playlistPageNum=1)

**Comedy Night**

[**https://youtu.be/gSQt0DKHSGc**](https://youtu.be/gSQt0DKHSGc) **(highlights)**

[**https://youtu.be/211qPFVp6JM**](https://youtu.be/211qPFVp6JM)

**Gala 2015**

[**https://www.youtube.com/watch?v=6VFOlYZQMQ8&sns=em**](https://www.youtube.com/watch?v=6VFOlYZQMQ8&sns=em)

**Nalie - 2016**

[**https://m.youtube.com/watch?v=4NdhKsdKycc**](https://m.youtube.com/watch?v=4NdhKsdKycc)

**Magazine 2016**

[**http://pinkinthecity.ca/Spring%20Ball-2016.pdf**](http://pinkinthecity.ca/Spring%20Ball-2016.pdf)

[**http://pinkinthecity.ca/Spring%20Ball%20Album-2016-FR.pdf**](http://pinkinthecity.ca/Spring%20Ball%20Album-2016-FR.pdf)

[**http://www.moetreal.com/video-pink-in-the-city-**](http://www.moetreal.com/video-pink-in-the-city-)

[**http://www.btmontreal.ca/videos/5184400170001**](http://www.btmontreal.ca/videos/5184400170001)

[**https://youtu.be/y3SR1vIc\_Mw**](https://youtu.be/y3SR1vIc_Mw)

[**http://www.btmontreal.ca/videos/pink-in-the-city/**](http://www.btmontreal.ca/videos/pink-in-the-city/)

[**https://youtu.be/-JUV6ZG4Zy8**](https://youtu.be/-JUV6ZG4Zy8)

[**https://www.facebook.com/gaellevphotography/videos/854347711392844/**](https://www.facebook.com/gaellevphotography/videos/854347711392844/)

[**https://www.facebook.com/PinkInTheCityCanada/posts/1471764326276571**](https://www.facebook.com/PinkInTheCityCanada/posts/1471764326276571)

[**https://www.facebook.com/PinkInTheCityCanada/posts/1470480773071593**](https://www.facebook.com/PinkInTheCityCanada/posts/1470480773071593)

[**https://www.muhcfoundation.com/raise-craze-2017/**](https://www.muhcfoundation.com/raise-craze-2017/)

[**https://www.muhcfoundation.com/pink-in-the-city-ball/**](https://www.muhcfoundation.com/pink-in-the-city-ball/)

[**https://www.muhcfoundation.com/muhc-foundation-award-ceremony/**](https://www.muhcfoundation.com/muhc-foundation-award-ceremony/)

[**https://www.muhcfoundation.com/raise-craze-2017/**](https://www.muhcfoundation.com/raise-craze-2017/)

[**https://www.facebook.com/PinkInTheCityCanada/posts/1472731692846501**](https://www.facebook.com/PinkInTheCityCanada/posts/1472731692846501)

[**https://m.facebook.com/PinkInTheCityCanada/**](https://m.facebook.com/PinkInTheCityCanada/)

[**https://www.facebook.com/PinkInTheCityCanada/posts/1478204602299210**](https://www.facebook.com/PinkInTheCityCanada/posts/1478204602299210)

[**https://www.facebook.com/PinkInTheCityCanada/posts/1472419909544346**](https://www.facebook.com/PinkInTheCityCanada/posts/1472419909544346)

[**https://www.facebook.com/PinkInTheCityCanada/posts/1471970646255939**](https://www.facebook.com/PinkInTheCityCanada/posts/1471970646255939)

[**https://www.facebook.com/PinkInTheCityCanada/posts/1471970646255939**](https://www.facebook.com/PinkInTheCityCanada/posts/1471970646255939)

[**https://www.facebook.com/PinkInTheCityCanada/posts/1475504442569226:0**](https://www.facebook.com/PinkInTheCityCanada/posts/1475504442569226:0)

[**https://muhcf.akaraisin.com/fundraise/cd32825cbb3446f28d67430117cabc80**](https://muhcf.akaraisin.com/fundraise/cd32825cbb3446f28d67430117cabc80)

**Zumba 2017 (June 4),**

[**http://www.btmontreal.ca/videos/4715075244001/**](http://www.btmontreal.ca/videos/4715075244001/)

**Pink Carpet Breast cancer survivors (Oct 15)**

[**https://montreal.ctvnews.ca/breast-cancer-survivors-get-glamorous-for-a-cause-1.3633201**](https://montreal.ctvnews.ca/breast-cancer-survivors-get-glamorous-for-a-cause-1.3633201)

[**https://m.facebook.com/story.php?story\_fbid=938246669669614&id=247854098708878**](https://m.facebook.com/story.php?story_fbid=938246669669614&id=247854098708878)

**Raise Craze 2017 ( Oct 23)**

[**http://www.btmontreal.ca/videos/pink-in-the-city/**](http://www.btmontreal.ca/videos/pink-in-the-city/)

[**http://www.btmontreal.ca/videos/5173498056001/**](http://www.btmontreal.ca/videos/5173498056001/)

**Masquerade Gala 2017 (Oct 27)**

**Sponsor recognition 2017 (Dec 18), Schwoompie Foundation organized 3rd party Cocktail event (Dec 15) benefiting Pink in the City,**

**DonnaBella Fashion Show (April , 2018),<https://globalnews.ca/video/4119547/donnabella-teams-up-with-pink-in-the-city-for-charity-fashion>**

**Sir Wilfred Laurier School board - Model the Way program (2017). Program focuses on citizenship and student leadership. Students get involved and work with Pink in the City to fundraise snd see how their efforts are making a difference with medical equipment purchased. Students can work and volunteer at the MUHC in health sciences and health, partnership collaboration to encourage model the Way program and participation.Provides the opportunity to promote young mentors and volunteerism.**

[**https://vimeo.com/126537316?ref=em-v-share**](https://vimeo.com/126537316?ref=em-v-share)

**The amount raised since June 2017; amount raised from the Gala? Total funds raised 2017 115k, total funds raised since 2006 650k**

**In 2017, Pink in the City raised $115,000.00 to fund an ultrasound machine for the Breast Clinic of the Royal Victoria Hospital and help provide better diagnosis equipment for men and women.The important work accomplished by Pink in the City, in collaboration with Dr. Meterissian's team, is necessary to see more men and women win their battle with breast cancer.**

**In 2016, we were able to fund the tomosynthesis equipment worth 150,000$. Multiple large studies have proven that tomosynthesis increases the detection rate of cancers by 25%, the detection of invasive cancers by 40% and the positive predictive value of imaging by 50% while decreasing recall rates by 20%.**

**In 2018, our funds will go to fund a wellness center.**

**Media links for website your review:**

**Dr.Sarkis Meterissian, MD, MSc, FRCS(C), FACS, Director of the Breast Clinic at the MUHC.**

[**https://globalnews.ca/video/4119547/donnabella-teams-up-with-pink-in-the-city-for-charity-fashion**](https://globalnews.ca/video/4119547/donnabella-teams-up-with-pink-in-the-city-for-charity-fashion)

[**https://youtu.be/y3SR1vIc\_Mw**](https://youtu.be/y3SR1vIc_Mw)

[**https://montreal.ctvnews.ca/mobile/video?playlistId=1.1870112**](https://montreal.ctvnews.ca/mobile/video?playlistId=1.1870112)

[**http://www.moetreal.com/video-pink-in-the-city-2016/**](http://www.moetreal.com/video-pink-in-the-city-2016/)

**Raise Craze 2017**

**Raise Craze 2016**

**https://www.btmontreal.ca/videos/5184400170001/**

**Teachers Shave/Laval Liberty 2016**

**https://youtu.be/-3WIFSp7qOU**

**Cuts of inspiration 2015**

[**https://m.youtube.com/watch?feature=youtu.be&v=yJqWlFTf8PE**](https://m.youtube.com/watch?feature=youtu.be&v=yJqWlFTf8PE)

**Ctv Media coverage**

**Pink Carpet 2018**

[**https://montreal.ctvnews.ca/mobile/breast-cancer-survivors-get-glamorous-for-a-cause-1.3633201**](https://montreal.ctvnews.ca/mobile/breast-cancer-survivors-get-glamorous-for-a-cause-1.3633201)

**Gaelle Vuillaume Pink Carpet**

[**https://www.facebook.com/gaellevphotography/videos/854347711392844/**](https://www.facebook.com/gaellevphotography/videos/854347711392844/)

**Bt interviews**

**Breastcancer Awareness Month**

[**http://www.btmontreal.ca/videos/5173498056001/**](http://www.btmontreal.ca/videos/5173498056001/)

**Zumba**

[**http://www.btmontreal.ca/videos/4715075244001/**](http://www.btmontreal.ca/videos/4715075244001/)