



For Immediate Release

4445-A Magnolia Ave. | Riverside, CA 92501 | 951.788.3471 | RCHF.org

THE PINK RIBBON PLACE BRINGS BREAST CANCER AWARENESS TO RIVERSIDE'S DOWNTOWN FASHION DISTRICT'S FALL FASHION SHOW!

(Riverside, CA) September 30, 2016 - This year, fashion meets a local cause as the The Pink Ribbon Place, a program of Riverside Community Health Foundation, partners with Riverside Downtown Partnership to kick-off National Breast Cancer Awareness Month. There is no cost to attend the event. Following the show will be a candlelight vigil to honor all those affected by the impacted by breast cancer in our community.

As Riverside's first and only full-service breast cancer resource center, The Pink Ribbon Place is dedicated to offering a warm, compassionate, and safe environment for all women and their loved ones going through (or have been through) breast cancer. The program offers services such as patient navigation, support groups, individual and family counseling, survivor mentorship, meditation therapy, children's programs, and steps to health and wellness. In addition, The Pink Ribbon Place is also an American Cancer Society wig bank, breast prosthesis bank, and reading library which are all offered at absolutely no cost. The program is committed to support every woman and their loved ones through their entire journey with breast cancer.

The Pink Ribbon Place's Pink Ribbon Thrift shop (6681 Magnolia Ave., Riverside, 92506) along with retailers in downtown Riverside will have unique fashions and accessories featured in the show. Outfits in the show will range from vintage wear, contemporary looks, unique designer wear and men's formal tuxedos. Signage and a program with the line-up will be provided so that attendees can easily identify outfits and retailers. With a core of unique fashion retailers, stores that sell fashion accessories, and specialty salons and spas, downtown Riverside is becoming Destination STYLE, the fashion district of the Inland Empire.

During this much anticipated Fashion Show, Pink on Parade (Riverside's breast cancer awareness walk) participants will also be able to enjoy the convenience of an early check-in if registered before October 4th. For more information on Pink on Parade please visit www.pinkonparade.org.

Visit www.thepinkribbonplace.org for more information on the services the Pink Ribbon Place provides and www.rchf.org for more information on Riverside Community Health Foundation. Visit www.RiversideDowntown.org for more information on downtown Riverside and a full listing of retailers.

Connect with Riverside Community Health Foundation!
www.Facebook.com/RCHF1973

Connect with The Pink Ribbon Place!
Facebook/Instagram: [ThePinkRibbonPlace](#)

Connect with Fashion District Downtown Riverside!
www.Facebook.com/FashionDistrictDowntownRiverside
Instagram/Twitter: [@RiversideFashion](#)
Tag us on social media by using [#RiversideFashion](#)

For more information about this press release, please contact Anna Holbrook at Anna@ThePinkRibbonPlace.org