

# THE EARLY SHOW



## Pink For A Week, 2007

For The 4th Year, *The Early Show* Is Showcasing Some Amazing Charities And The Companies That Offer Them Vital Support

New York, October 8-13, 2007

VIDEOS

PHOTOS



### Buy Pink At Trulymom.com

Maggie Rodriguez wraps up "Pink For A Week," a breast cancer awareness series, by profiling Trulymom.com, which will donate 10 percent of retail sales to the Jonsson Cancer Center Foundation.

(CBS) October is Breast Cancer Awareness month, a time for us to celebrate our friends and family who are breast cancer survivors and to remember and mourn those no longer with us. It's a time to renew our energy to fight this cruel disease and to focus our efforts to support the researchers and physicians who are working for a cure.

There are people however, for whom awareness of breast cancer is a 12-month-long commitment. These are the men and women who help raise money for research, who treat the ailing, who assist patients who are fighting the disease and who help educate women about early detection and treatment.

For the past three years, *The Early Show* has done a special series, Pink for a Week, that puts the spotlight on the organizations and the individuals who wage this battle on a daily basis. We also use Pink for a Week as an opportunity to thank the many companies, large and small, that donate money and create pink-themed products that benefit the charities.

Every day this week, we're going to showcase a charity, as well as display some of the great pink products.

#### Saturday:

**TrulyMom.com** was founded after Michelle Nicastro was diagnosed with breast cancer. During her illness, which put her (temporarily) into a wheelchair, her friends Kim Arial and Maria Newton got together with Kristen Nicastro, Michelle's sister, to give her support and love. "They stood by me through my treatment and rejoiced with me when I started walking again," says Michelle. "During that time, they too were going through their own life struggles -- at some point I guess every mom does."

Determined to turn lemons into lemonade, the four tried to focus on what was meaningful in their lives. "When I was incapacitated, it wasn't my career or the paycheck that I missed," explains Michelle. "I longed for the simple things in life, packing my kid's lunches and picking them up from school." And one thing that kept sticking in their minds was how precious time is and how they wished they could get really organized.

According to their website, "From that revelation, the four moms created a smart and stylish tri-fold planner. Instead of the traditional binder-book planner, complete with dizzying conversion charts to the

medical history of your Aunt Gladys, they simply included what they felt moms truly needed." Now their TrulyMom day planners are sold all over the country.

They are donating 10 percent of their retail sales for the rest of the year to the **Jonsson Cancer Center Foundation**, the fundraising arm of UCLA's Jonsson Comprehensive Cancer Center.