PRG Family,

First of all, thank you. Thank you for the love, support and encouragement you give to me and our PRG team. You are a gift and make such a significant impact on the lives of our precious clients. One of my favorite quotes is by Michael J Fox, “Family is not an important thing. It’s everything.” What we have in the PRG Family is special, this is a family that always shows up for each other and for that I’m eternally grateful.

Changing the world isn’t easy, but coming alongside families battling breast and gynecological cancer is so worth it. We are so proud to provide healthy meals, rides to treatment, housecleaning essentials and peer support to anyone regardless of age or socioeconomic status.

Today, the average age of our clients is 57. As we continue to grow, hospitals and clients consistently call our office to ask if they qualify for our programs as they are not young girls anymore. It makes me sick to think about anyone wrongfully assuming we aren’t here to support them on their cancer journey.

We are and will continue to be PRG. Our heart and our mission will remain exactly the same, but our name and our logo are changing. Pink Ribbon Girls will now be known as Pink Ribbon Good. The rebrand focuses on the services we, the entire PRG Family, provide and the good we can bring into the lives of those battling breast or gynecological cancer and to their families so that no one travels this road alone.

I LOVE the new logo and its boldness. Plus, I love that the teal is prominent to better represent our clients with gynecological cancers.

As I have said countless times before, cancer is a crapshoot. I will never understand why some of us make it and others do not. We will continue to honor the legacy of those before us by showing up for those in the fight.

PRG Family, YOU are truly the good in the world.

XOXO,
Heather