



CONSUMER ATTORNEYS OF CALIFORNIA

Seeking Justice for All

CAOC goes all Pink and Red for a good cause

Women's Caucus rallies to fight breast cancer and heart disease

SACRAMENTO (Nov. 9, 2011) – Mix pink and red and you get...green? That's the plan of the Women's Caucus of Consumer Attorneys of California, with the goal of raising \$30,000 for women's health issues at its first Pink and Red Party Thursday, Nov. 10, at the Palace Hotel in San Francisco. The event is part of CAOC's 50th Annual Convention, Nov. 10-13.

The party takes its name from the colors associated with the two charities for which it is raising money: pink for Susan G. Komen for the Cure, the global leader of the breast cancer movement, and red for the American Heart Association, educating about the number one killer of women, heart disease.

"We're doing this because these are two causes that are important to women and really affect the lives of every one of our members and our members' families," said Elise Sanguinetti, a partner at the law firm of Hinton Alfert Sumner & Kaufmann in Walnut Creek and chair of the CAOC Women's Caucus. "There's not a person I know who hasn't been affected or had a friend or loved one affected."

Those attending the party are asked to wear pink, red, or both in support of the causes and to make a donation to either or both of the charities. The party is open to all those registered to attend the CAOC Convention and their guests as well as participating vendors. Sanguinetti said the Women's Caucus is already more than halfway to its fundraising goal.

"As lawyers, we spend so much of our time trying to help the public in the courts," Sanguinetti said. "This allows us to step up and help two important causes in a different way. We hope it's a lot of fun, and we know it will benefit really good causes."

The Pink and Red Party has the enthusiastic support of both charities that will benefit. "The American Heart Association is grateful to Consumer Attorneys of California for raising money to fight cardiovascular disease and stroke, the No. 1 and No. 4 cause of death among Americans," said Dr. Matthew DeVane, president of the American Heart Association, East Bay Board of Directors. "Working together, we can achieve our goal of reducing deaths from heart disease and stroke by 20 percent by 2020."

Sanguinetti said the Pink and Red Party is an outgrowth of other community service projects undertaken by the Women's Caucus. "We've done work in the past with Habitat for Humanity," she noted. "And the morning before the Pink and Red Party (Nov. 9), we'll be out doing volunteer work with the San Francisco Food Bank. These kinds of projects allow us to give back in a very hands-on way."

The CAOC Women's Caucus has established websites for online donations to the two charities in association with the Pink and Red Party. Donations to Susan G. Komen for the Cure can go to <http://tinyurl.com/PinkAndRedParty-Komen>, and donations to the American Heart Association can go to <http://tinyurl.com/PinkAndRedParty-Heart>.

"Please remember that your contribution will help lead to a better and longer life for yourself, your daughter, mother, grandmother, sister or wife," said Sanguinetti.

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