



For Immediate Release

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

(Riverside, CA) September 26, 2017- The Pink Ribbon Place, a program of Riverside Community Health Foundation, has partnered with Riverside Downtown Partnership to kick-off National Breast Cancer Awareness Month with the 7th Annual Fashion Show and Candle Light Vigil on Thursday, October 5, 2017 from 6:00pm – 8:00pm at the Riverside City Hall Breezeway located at 3900 Main St, Riverside, CA 92501.

This a FREE event honoring all those affected and impacted by breast cancer in our community.

The Pink Ribbon Place's Pink Ribbon Thrift Shop 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.

With a core of unique fashion retailers, stores that sell fashion accessories, and specialty salons and spas, downtown Riverside is becoming a destination for style; the fashion district of the Inland Empire.

"This evening will be a wonderful time to celebrate and honor those that have walked this journey", says Erin Westphal, Program Coordinator for The Pink Ribbon Place. "We are honored to partner with local retail vendors to spread breast cancer awareness and to connect with survivors and the families of those that have been affected in the community."

As Riverside's first full service breast cancer resource center, The Pink Ribbon Place is dedicated to offering a warm, compassionate, and safe environment for all impacted by breast cancer.

For more information about Riverside's Downtown Fashion District's Fall Fashion Show and Candle Light Vigil, Thursday October 5th from 6pm - 8pm, visit [Facebook.com/FashionDistrictDowntownRiverside](https://www.facebook.com/FashionDistrictDowntownRiverside). To learn more about the services The Pink Ribbon Place provides, visit www.pinkribbonplace.org.

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The Pink Ribbon Place, a program of Riverside Community Health Foundation offers services such as patient navigation, support groups, individual and family counseling, survivor mentorship, education, and steps to health and wellness. In addition, The Pink Ribbon Place is an American Cancer Society wig bank, breast prosthesis bank, and reading library. All programs and services are offered at absolutely NO cost. The program is committed to supporting all throughout their breast cancer journey.

For more information about this press release, please contact Erin Westphal at 951.823.0261 or at Erin@rchf.org