

# Pretty In Pink



**W**orldwide, the pink ribbon represents breast cancer awareness, and has helped to raise funds and consciousness about the disease for many years. Why the color pink? Margaret Welch, director of the Color Association of the United States, explained, "Pink is the quintessential female color, the profile on pink is playful and life-affirming. We have studies as to its calming effect, its quieting effect and its lessening of stress. [Pastel pink] is a shade known to be health-giving; that's why we have expressions like 'in the pink.' You can't say a bad thing about it." In other words, pink is everything that cancer is not.