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STEP SISTERS RECEIVE SUPPORT FROM DC NEWSWOMEN

NewsBash fundraiser comes as Loudoun-based non-profit marks sixth anniversary

ASHBURN, Virginia (February 20, 2020) –The Step Sisters are proud to announce the recognition and contributions of the DC NewsWomen at the 11th Annual DC NewsBash held Tuesday evening. The event raised both funds and awareness for the Loudoun-based non-profit.

With 300 attendees including more than 40 top newswomen from WJLA, WUSA9, WTTG, WRC and WTOP as well as breast cancer survivors and supporters, the event raised \$40,000 for The Step Sisters. All funds raised will benefit the organization's Crisis Fund which provides assistance in the areas of housing, utilities and food for breast cancer patients facing financial emergencies during diagnosis and treatment.

"As we've expanded throughout the region, we have encountered more and more patients that unfortunately, have a need for these Crisis Funds," explains Co-Executive Director Angela Fuentes. "The funds raised from DC NewsBash will have an incredible impact on our Crisis Fund, allowing us to serve even more area patients."

The Step Sisters' Crisis Fund was created in 2017 to support patients battling not only breast cancer, but financial hardships as well. It was designed to keep patients in treatment by eradicating the agonizing choice between paying for medical treatment and paying for life necessities. To date, the fund has secured housing, prevented evictions and kept power, water and heat on for patients across the region.

Explaining why the group was chosen as this year's beneficiary, Laura Evans of Laura Evans Media and formerly a Fox 5 anchor says, "While so many charities are focused on prevention and research, the Step Sisters offer a unique and essential lifeline through their Crisis Fund. Keeping up with finances while fighting cancer is nearly impossible for many patients who blow through their life savings fighting their disease. Getting this kind of assistance is critical for countless patients because it alleviates stress and allows them to concentrate on their health."

In addition to funds, DC NewsBash raised awareness for The Step Sisters' mission. According to Co-Executive Director, Ashley Campolattaro "For the last few months, DC NewsWomen have held a megaphone to our organization, giving us a voice larger than we could ever have had."

Six years ago this month, The Step Sisters began funding quality of life services for breast cancer patients in Loudoun County. The services are designed to reduce stress

and strain for a patient, while ensuring that she did not have to stop or even delay her treatment due to her personal or financial situation.

The initiative was well received by medical staff and patients and the organization expanded operations to include eight additional medical facilities in Fairfax and Prince William counties. As the group expanded geographically, they also increased the breadth of services available to patients.

Following on the excitement of DC NewsBash and the observation of six years of service, The Step Sisters return to seek the best ways to meet the needs of breast cancer patients throughout the region. Plans are also underway for 13th Annual Step Sisters' Ribbon Run/Walk 5k to take place on April 25.

ABOUT THE STEP SISTERS

The Step Sisters work to improve the quality of life for those impacted by breast cancer. Partnering with local hospitals, the group funds needed support services that directly benefit patients in Northern Virginia.

A 501c3 non-profit organization, the Step Sisters hold several fundraising events with their largest, the Ribbon Run attracting nearly 2,000 participants to Brambleton annually.

For more information about the Step Sisters, please visit www.stepsisters.org.

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