



'THINK PINK: DOWNLOAD FOR A CAUSE'

Ariel Aparicio's "Pretty in Pink" inspires hope for women battling breast cancer

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New York, NY, April 1, 2009- During the entire month of April, rocker Ariel Aparicio's song "Pretty In Pink" will serve as encouragement for women who have been diagnosed with breast cancer. From April 1st-30th, Ariel will donate his proceeds of \$.54 cents from each iTunes sale of his take on the Psychedelic Furs' 1980s classic to the Greater New York City Affiliate of Susan G. Komen For The Cure®.



This campaign was inspired by Celeste Orangers- Ariel's extremely close friend of over 20 years (they met the very first day Ariel checked into NYU's Weinstein dorm) who was diagnosed in May 2005 with stage III breast cancer, and today can call herself a survivor. While recording his uplifting, violin-laden version of the song, Ariel decided he wanted to utilize the track as a vehicle for spreading optimism and hope amongst women battling the disease. By partnering with Komen Greater NYC, Ariel was able to utilize the song as a tool to raise money to be put towards the advancement of breast cancer research, education, screening and treatment to eradicate breast cancer as a life threatening disease.

Celeste Orangers' treatment included chemotherapy, mastectomy, radiation, and what was then a brand new gene therapy- an IV drug treatment called Herceptin. In April 2005, Herceptin was just approved as a wonder drug in treating breast cancer, and Celeste was one of her doctor's first patients to receive it. "I believe I am here today

because of that new protocol. Without the fundraising done by organizations like Susan G. Komen For The Cure[®], Herceptin would have been many years off, and I probably would not be here," says Orangers.



Richard Butler (lead singer of The Furs), heard Ariel's cover and reached out to say- "I loved the version... well done!" "Pretty In Pink" just hit #4 on MTV Logo's "The Click List" for the second week in a row and with continued fan support is on the rise to the top. Ariel's previous single, "Life and Times" held the #1 position for 5 weeks in a row. While "Pretty In Pink" was released as a digital single only, Ariel released a full-length album, All These Brilliant Things in the Fall of 2008. The album received praise from the likes of The Deli Magazine, Skope Magazine, Out Impact, Gay Agenda, New England Blade and After Elton. Ariel's sound and musical style has been compared to David Bowie, The Stooges and The Strokes. His next live performance is set for Friday, April 24th at 8:00pm at Public Assembly in Williamsburg, Brooklyn.

The Greater New York City Affiliate of Susan G. Komen for the Cure was founded in 1990 and has raised over \$45 million to date. The organization is devoted to its local community, disbursing up to 75 percent of net income to local breast health programs in the five boroughs of New York City, on Long Island and in Westchester and Rockland Counties. In 2008, Komen Greater NYC awarded close to \$3.2 million in grants - \$2.3 million will support 38 community-based organizations that provide breast health programs to underserved women, \$225,000 will increase capacity of local researchers to enroll women in breast cancer trials, \$45,000 will help fund local breast cancer conference and education programs, and \$1.3 million will go for research. For more information, visit the Komen Greater NYC Website, www.komennyc.org.

For a direct link to purchase "Pretty In Pink" on iTunes, please visit: www.arielaparcio.com/komen

For more information on Ariel Aparicio and to watch the "Pretty In Pink" music video, please visit www.arielaparcio.com or www.myspace.com/arielaparciomusic.