

## **Pink Glove Dance: The Sequel Fact Sheet/Backgrounder**

### **Why make the sequel to the Pink Glove Dance video?**

The response the original video received from the healthcare community, survivors and family members of survivors was overwhelming and heartwarming. To date the video has more than 11.4 million views and 17,000 comments on YouTube. It has spawned countless pink glove dance videos from not only healthcare facilities, but elementary schools, a minor league baseball team and even the Penn State University Women's Basketball team.

Medline was flooded with calls, e-mails and letters about the joy the video was bringing. Healthcare facilities were asking if they could participate in a sequel. This brought about the idea that if one video and one hospital could bring this much attention to breast cancer awareness and prevention, think about the impact of a video that featured 20 times the people and facilities participating in it.

### **How did the idea for the Pink Glove Dance video come about?**

As the nation's largest privately held manufacturer and distributor of medical supplies, Medline is focused on helping to improve lives. So it's a natural extension of our corporate mission to help save lives through the early detection of breast cancer. (Visit [www.medline.com/breast-cancer-awareness](http://www.medline.com/breast-cancer-awareness) for details.)

As a way to extend Medline's breast cancer awareness campaign, we developed a pink glove called Generation Pink™. Gloves are the first point of contact between the healthcare worker and the patient and the fact the glove is pink gets people talking about breast cancer. When the gloves were launched in October 2009, Medline donated \$1 of every case purchased to the National Breast Cancer Foundation to fund mammograms for individuals who cannot afford them.

But we needed another idea to help spread the word. So, we thought, "What if we were to film a video of healthcare workers dancing in pink gloves? Maybe we could produce a viral video." Little did we know. . . Soon after the launch in November 2009, the video would be seen by millions of people around the world. The original and the sequel can be viewed at [www.pinkglovedance.com](http://www.pinkglovedance.com).

### **Who is in the sequel?**

The sequel features more than 4000 healthcare workers and breast cancer survivors from 14 separate facilities in the U.S. and Canada (11 hospitals, 3 nursing homes and 5 separate breast cancer survivor shoots). Here is a list of participating locations:

#### **Providence St. Vincent Medical Center**

Portland, Oregon

#### **University of Minnesota Medical Center, Fairview**

Minneapolis, Minnesota

#### **Indiana University Melvin and Bren Simon Cancer Center**

Indianapolis, Indiana

#### **Tallahassee Memorial Healthcare, Inc.**

Tallahassee, Florida

#### **Saint Michael's Medical Center**

Newark, New Jersey

#### **The Medical Center of Plano**

Plano, Texas

#### **HCA Johnston-Willis Hospital**

Richmond, Virginia

#### **Scripps Memorial Hospital La Jolla**

La Jolla, California

#### **Sky Ridge Medical Center**

Lone Tree, Colorado

#### **Thibodaux Regional Medical Center**

Thibodaux, Louisiana

#### **Capital Health**

Halifax, Nova Scotia

#### **Burgess Square Healthcare and Rehab Centre**

Westmont, Illinois

#### **Isabella Geriatric Center**

New York, New York

#### **Lorien Health Systems**

Maryland

#### **Breast Cancer Survivor Sites**

New York City

Chicago

San Francisco

Minneapolis

Portland

**How were the sites for the video chosen?**

Most of the facilities in the video were chosen because they contacted Medline after seeing the first video and asked to be considered for the sequel.

**Who wrote and performed the song in the sequel?**

It is an original song called "You Won't Dance Alone" written and performed by the band the Best Day Ever. The song is Available on [iTunes](#) and [Amazon.com](#).

**How much has Medline donated from Pink Glove sales?**

In the past five years Medline has donated more than \$500,000 to the National Breast Cancer Foundation to fund mammograms for individuals who cannot afford them. That donation includes funds raised from sales of the pink gloves.