

# THAT'S LIFE IN THE CITY

STAYIN' YOUNG AND LOOKIN' PRETTY!

**Wednesday, April 8, 2009**

**Think Pink: Download For a Cause**



Between April 1st-30th out-rocker Ariel Aparicio will be donating proceeds of \$.54 cents from each iTunes sale of the single to the Greater New York City Affiliate of Susan G. Komen For The Cure<sup>®</sup>.

The idea was inspired by Ariel's close friend Celeste Orangers, who was diagnosed in May 2005 with stage III breast cancer, and today can call herself a survivor. 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. She says, "Without the fundraising done by organizations like Susan G. Komen For The Cure<sup>®</sup>, Herceptin would have been many years off, and I probably would not be here." It was then Ariel decided to utilize his uplifting, violin-laden version of the Psychedelic Furs' 1980s classic as a vehicle for spreading optimism and hope amongst women battling the disease.

"Pretty in Pink" on iTunes:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?id=302071151&s=143441>

"Pretty in Pink" on YouTube: <http://www.youtube.com/watch?v=ik9G0x67xSM>

Ariel Aparicio homepage: <http://www.arielaparcio.com/>

Ariel Aparicio on MySpace: [www.myspace.com/arielaparcio](http://www.myspace.com/arielaparcio)

Komen Greater NYC: <http://www.komennyc.org/>