



FOR PLANNING PURPOSES

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MEDIA ALERT

October 22, 2025 6PM

Breast Cancer Survivors to Put on a Show at Maimonides' 14th Annual Pink Runway: A Celebration of Survivorship, Strength, and Community

WHAT:

Maimonides Health will host its 14th annual Pink Runway at the historic Weylin in Williamsburg. This signature event honors breast cancer survivors who will take to the runway in a moving tribute to healing and resilience. Proceeds from this year's event will go directly to the Maimonides Breast Cancer Center to fund essential imaging equipment, enabling a 20% expansion in diagnostic capacity so that more patients can receive timely, life-saving screenings and treatment. The event will be co-hosted by actor, host, and author **Steve Schirripa**, best known for his starring roles on **The Sopranos** and **Blue Bloods**.

The evening will also celebrate **Jodi Pollack**, Sotheby's Chairman and Co-Worldwide Head of 20th Century Design as well as Chairman of Major Collections, with the prestigious **Wings of Healing Award** for her leadership, dedication, and advocacy on behalf of breast cancer patients. **Victoria Imperioli**, director, producer, and long-time wife to **Michael Imperioli**, will also be in attendance.

WHEN:

Wednesday, October 22, 2025

Doors open: 6:00 p.m.

Runway show: 7:00 p.m.

WHERE:

The Weylin

175 Broadway
Brooklyn, NY 11211

WHO:

- Breast cancer survivors modeling in the runway show
- Honoree **Jodi Pollack**
- **Actor, host, and best-selling author, Steve Schirripa (The Sopranos, Blue Bloods)**
- **Director and producer, Victoria Imperioli**
- Leadership from the Maimonides Breast Cancer Center
- Brooklyn community supporters and advocates

VISUALS:

- Survivors walking the runway in a powerful display of resilience
- Red-carpet arrivals of honorees, models, and community leaders
- Engaged audience of local supporters, advocates, and healthcare leaders

WHY:

Since opening in 2009, the Maimonides Breast Cancer Center has cared for 8,000 patients and provides over 23,000 breast cancer–related visits annually. Pink Runway helps ensure that every Brooklynite—regardless of insurance or income—has access to exceptional, compassionate breast cancer care.

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About Maimonides Breast Cancer Center:

The Maimonides Breast Cancer Center was the first to open in Brooklyn, remains the largest cancer center in the borough, and is ranked among the top 5% nationally. Top-ranked Maimonides' breast cancer surgeons, oncologists, psychiatrists and psychologists, radiologists and more within the field, work collaboratively to combat these statistics and to develop advanced therapies and technologies that make breast cancer more treatable than ever. In the United States, about 1 in 8 women, or 13% of the female population, will develop breast cancer during their lifetime. In New York State, breast cancer is one of the most common cancers in women. For additional information about the nationally recognized clinical services at Maimonides Breast Cancer Center, please visit <https://maimo.org/treatments-care/cancer-center/breast-cancer/>.

About Maimonides Health

Maimonides Health is Brooklyn's largest healthcare system, serving more than 1 million patients each year through the system's three hospitals, 1,800+ physicians, and more than 80 community-based practices and outpatient centers. The system is anchored by Maimonides

Medical Center, one of the nation's largest independent teaching hospitals and home to centers of excellence in numerous specialties; Maimonides Midwood Community Hospital (formerly New York Community Hospital), a 130-bed adult medical-surgical hospital; and Maimonides Children's Hospital, Brooklyn's only children's hospital, and only pediatric trauma center.

Maimonides' clinical programs rank among the best in the country for patient outcomes, including its Heart and Vascular Institute, Neurosciences Institute, Bone and Joint Center, and Cancer Center. For additional information, please visit www.maimo.org and follow us on [LinkedIn](#), [X](#), [Instagram](#), and [Facebook](#), [YouTube](#), and [TikTok](#).

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